

# THE Publishers' Weekly

*The American Book Trade Journal*

62 West 45th Street, New York

VOL. CXVIII

NEW YORK, AUGUST 9, 1930

No. 6

## FIVE SURE-FIRE TITLES

1.

YEARS  
OF  
GRACE

"The Little French Girl"  
Sold Over a Quarter of a  
Million Copies. There Are  
Just as Many Sales Possi-  
bilities in

2.

THE  
KING'S  
MINION

# PHILIPPA

by

Anne Douglas Sedgwick

3.

Laughing  
Boy

To Be Published Late in  
October at \$2.50 with a  
Jacket by Benda.

HOUGHTON MIFFLIN  
COMPANY

4.

Castle  
Gay

Watch your stock of these books

TWO BOOKS TO BE PUBLISHED AUGUST 18th



## WARD GREENE

Editor of the King Feature Syndicate, is also one of the most promising novelists of today. His first book, "Cora Potts," drew praise from all parts of the country when it appeared last year.

# RIDE THE NIGHTMARE

THE story of a man who was not a Babbitt. Newspaper rounder, Greenwich Village poseur, celebrated comic artist, he was always striving to be "different" from other men. The powerful and vigorous portrait which Ward Greene paints of his principal character, against a background covering the exciting first 30 years of this century, insures this novel a wide audience. \$2.00

*The*  
*Gentleman*  
*from America*  
 BY POLAN BANKS



A NEW novel, his first in four years, by the author of "Black Ivory." It is a poignant, realistic love-story, based almost entirely on fact, covering the last of the seven or eight years the Franklins (Benjamin Franklin and his grandson, Temple Franklin) spent in France. \$2.50

JONATHAN CAPE & HARRISON SMITH, NEW YORK

# WHAT IS PRODUCTIVE OF HAPPINESS?

The answer to this universal question might well be the time worn creeds of sweetness and light.

The publishers want to let the booksellers know that Mr. Russell offers no such sops, no compensations in a future life, no cultish soporifics for the present. He goes direct to the precise and practical question: **WHAT IS PRODUCTIVE OF HAPPINESS?** Then, in simple terms, he explains the true, perhaps the only way, in which enduring happiness can be attained.

# THE CONQUEST OF HAPPINESS

by **BERTRAND RUSSELL** author of  
**Education and the Good Life—Marriage and Morals, etc.**

Marriage and Morals caused a great deal of controversy by virtue of its social dynamite. No doubt you found some of your customers disturbed by the revolutionary impact of Mr. Russell's message. You need not be afraid to recommend THE CONQUEST OF HAPPINESS to every customer—for though sensational in its ideas, the book will affront no one

Publication date Oct. 1st

Price \$3.00

**HORACE LIVERIGHT** NY.  
GOOD BOOKS



# Salome

THE WANDERING JEWESS

## MY FIRST TWO THOUSAND YEARS OF LOVE

By GEORGE SYLVESTER VIERECK and PAUL ELDRIDGE

Authors of MY FIRST TWO THOUSAND YEARS

"The story of Salome is the interpretation of history from the feminine point of view. Our novel, in a sense, is a history of love, a history of morals and a history of woman. It portrays woman's struggle to free herself from her biological shackles and to overcome the physiological superiority of the male."

This bald statement of the authors' expresses briefly 495 provocative pages of closely packed story, rich in color, brimful of exciting incident and of beauty. Beyond doubt, a *sure big seller*.

A book that will appeal to the intellectual for its idea and to the rest for its gorgeous story. Large 12 mo. Publication September 26th. \$2.50

# THE DANCE OF YOUTH

By HERMANN SUDERMANN

Translated by EDEN and CEDAR PAUL

Hermann Sudermann lived to see the moral codes revolutionized. In the last years of his life, he contemplated with tolerant and clear eyes "youth, virtue and the new dances."

The story of adorable "Stumpy" running her gamut of love in Berlin will "get" you.

This is the first one volume novel from Sudermann since the "Song of Songs."

September choice of THE BOOK LEAGUE OF AMERICA

Publication September 2nd.

\$2.50



HORACE LIVERIGHT N.Y. GOOD BOOKS

## PRESENTING A MOST IMPORTANT BOOK

David Golder, whose name in the money markets of the world spelled riches, power and an implacable will; millions made ceaselessly—savagely. For conquest? To pour money into the jeweled hands of a wife who hated him and supported her lovers? That Joyce, his 18-year-old daughter, ravishing little cheat, dazzling little wanton, who lay near his gnarled old heart, would never lack anything? Disease comes to break his body, the knowledge that Joyce is not his daughter comes to break his spirit. Alone, he makes his final fight for Joyce, the one being he loves, and against death, the one thing that he fears.

# DAVID GOLDER

IRENE NEMIROVSKY, Translated by Sylvia Stuart

This novel is written with such brilliance, such tenderness, such undeniable power that one can well understand its sensational success abroad and the enthusiasm which prompted reviewers to write in this vein:

"Has all the qualities of authentic works of art."—(New York Herald Tribune). "Amazing, of a forcefulness rare in novels."—(New York Times). "Balzacian."—(Andre Maurois, New York Times). "Should certainly put the author in the front rank of living authors."—(Jenny S. Bradley, New York Herald Tribune).

We know that Foreign Praise does not mean American Sales, but this is one foreign book that is so universal in its appeal that ITS AMERICAN SUCCESS IS SURE.

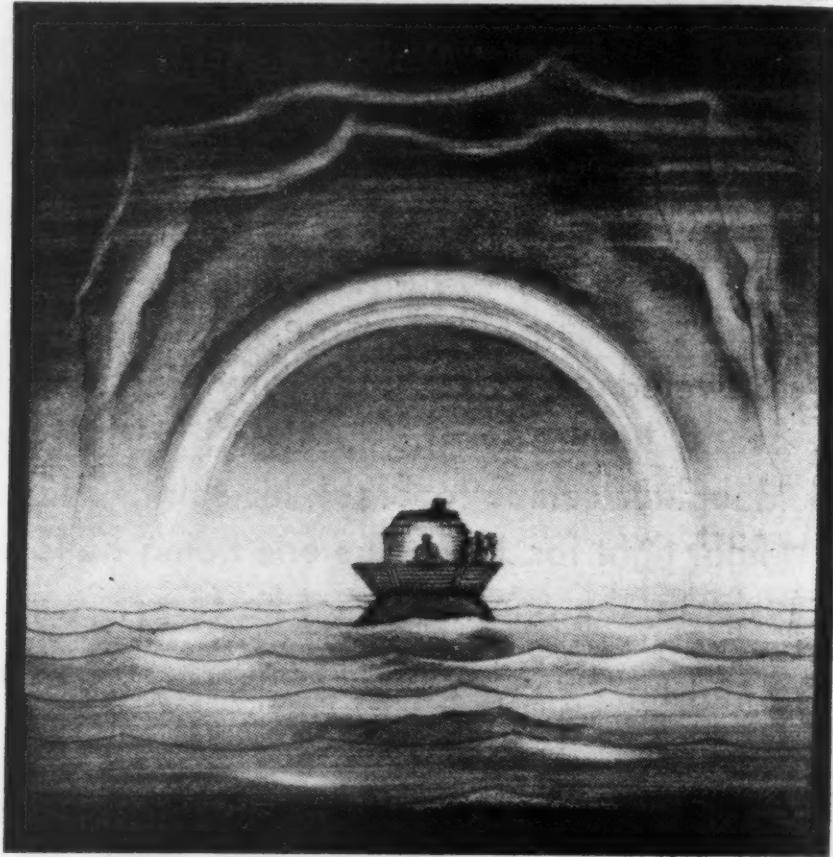
Publication, September 12th.

\$2.00



HORACE LIVERIGHT NY. GOOD BOOKS

*A* LIMITED EDITION OF



One of the many full-page illustrations by Robert Edmond Jones

# The GREEN PASTURES

MARC CONNELLY'S EPOCHAL PLAY

Size 8½ x 11, full deckle edge, printed in English Baskerville on Dutch-Charcoal paper, with 10 full-page plates and a 4-color frontispiece by the stage designer,

ROBERT EDMOND JONES

as well as 33 smaller drawings. Includes the words of all of the play's spirituals. 550 copies only, signed by the author and Mr. Jones. Publication October, \$25. Also a trade edition at \$5, smaller in size and with illustrations in black and white.



FARRAR & RINEHART, 12 East 41st Street, New York



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## A Message to Booksellers from Eddie Cantor

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In reading my new book, you might find the adventuresome spirit of Byrd, the charity of Rosenwald, the wit of Al Smith, the grace of Marilyn Miller and the charm of Chevalier. I say you might find all of these qualities. I have looked for weeks and couldn't find one of them—not only that, but I can't even find any reason why two smart boys like Simon and Schuster should publish this book unless the printer happens to be a relative of theirs.

*Eddie Cantor*

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# BETWEEN THE ACTS

By EDDIE CANTOR



The adventures of "the masculine Maude Adams" (Eddie has just bid farewell again to the Ziegfeld Follies, until Ziegfeld outbids him) among dentists, realtors, stockbrokers and other ornaments of the American scene.

Publication date, August 21st      Price, \$1.00

A little bigger than *Caught Short!* and a little funnier!—ESSANDESS

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**"Uncomfortably near  
to GENIUS . . ."**

The whole book is like a hot summer's night in the country near a town—with all which that comparison may suggest to the imagination. It will be violently liked and disliked, for it is an honest, vital, sensuous piece of work, with a quality uncomfortably near to genius."

—*The Spectator, London*

**EVERY  
MOTHER'S  
SON**  
*by Norman Lindsay*

Anybody's adolescence in everybody's home town. Realism without reservations, but healthy and keenly sympathetic. On the strength of critical excitement and success in England, one of the fall's really big novels. Of course, advertising

**\$2.00. Publication September 5**

**COSMOPOLITAN BOOK CORPORATION**

**ANNOUNCING:**

**TWO NEW IMPORTANT BOOKS** not included in our Fall Catalogue and to be published in November.

**POCAHONTAS**  
**BY NATHALIA CRANE**

This new book by "the wonder child of poetry" should surprise the public and set it talking even more than her previous works have. It is startlingly original, unlike anything we have read in recent years. *Pocahontas* is a long poem, a sophisticated travesty, the story of how America, invaded by Reds some years hence, is saved by a band of eight contemporary poets. There is a great deal of delightful foolery and not a little malice in it.

*To be published in November.* \$2.00 (Regular Edition)

There will also be a Limited Edition at \$10.00

**GRATITUDE**  
**BY DR. HENRY VAN DYKE**

Dr. Van Dyke is one of the best-loved of the older generation of American writers. In this essay on Gratitude are stored the memories of his fifty years of teaching, preaching and writing. Its warm personal tone should make it doubly welcome to his devoted host of readers. This book should take its place besides the successful inspirational works of Dr. Cadman, Professor Phelps, and others.

*To be published in November.*

Price \$1.00

AND A THIRD TO BE PUBLISHED IN AUGUST

**JENNY HEYSTEN'S CAREER**  
**BY JO VAN AMMERS-KULLER**

A searching novel of a woman's soul by the author of *The Rebel Generation* and *The House of Joy*. All the world was Jenny Heysten's stage—and everyone her supporting cast—until love refused to play a secondary part.

*To be published August 19th.*

Price \$2.50

**E. P. DUTTON & CO., Inc. 300 Fourth Ave., N. Y.**

**CARL VAN DOREN introduces  
to AMERICA**

# THE TRAP

**BY DELFINO CINELLI**

*WITH AN INTRODUCTION BY CARL VAN DOREN*

*"Passions as primary and as strong as these in any age or in any country meet in the same conflict and rush to the same downfall."*  
This is the powerful story of the ungoverned love of an Italian nobleman for the young wife of the local innkeeper and of the trap which is set—and sprung. Winner of the *Mondadori Prize*, Italy's greatest literary award, THE TRAP is a novel of singular power and beauty—certain to become one of the Big Novels of the Fall. *Watch for extensive advertising!*

\$2.50

**PUBLISHED AUGUST 14**

*"Why in Hell Haven't I Heard of this Book Before?"* —IRVIN COBB

# MORNING LIGHT

*By FRANK B. LINDERMAN*

*Author of "AMERICAN"*

*"The best western story I ever read."* —Bill Hart. *"A ripping tale—no better book can be bought!"* —N. Y. Times. Following the extraordinary success of the author's *American* and in answer to the great demand for more stories of the Old West by Frank Linderman, the publishers re-issue *Lige Mounts: Free Trapper*, the finest western story ever written.

\$2.00

**PUBLISHED AUGUST 14**

**THE JOHN DAY COMPANY**

**NEW YORK**



August 9, 1930



*By the Author of "EARLY CANDLELIGHT"*

# PETTICOAT COURT

*By MAUD HART LOVELACE*

Paris in carnival time, Paris of the gay Second Empire, makes a glamorous background for this tale of youthful love and intrigue. The author of *Early Candlelight* turns to even more delightful romance in this story of Chloe Peyton, the lonely bride from New Orleans, who is sent to France to escape the perils of America's Civil War.

*"Petticoat Court is a delight and joy! . . . a daring thing to have done. Both Mrs. Lovelace and her young heroine are to be congratulated."*

—ROARK BRADFORD.

PUBLISHED AUGUST 28

\$2.00

# THE BOOK OF THE GLOUCESTER FISHERMEN

*By JAMES B. CONNOLY  
Illustrated by Henry O'Connor*

Originally published in 1927 at \$5.00, and widely acclaimed, *The Book of the Gloucester Fishermen* is re-issued with all the original illustrations and two new chapters at a greatly reduced price.

"Rudyard Kipling once wrote a story about Gloucester, but with all his genius he was never able to bring to life so clearly, so vividly, the oil-jacketed, blue-eyed, strong-limbed men of Gloucester as has 'Jim' Connolly." —*Boston Evening Transcript*.

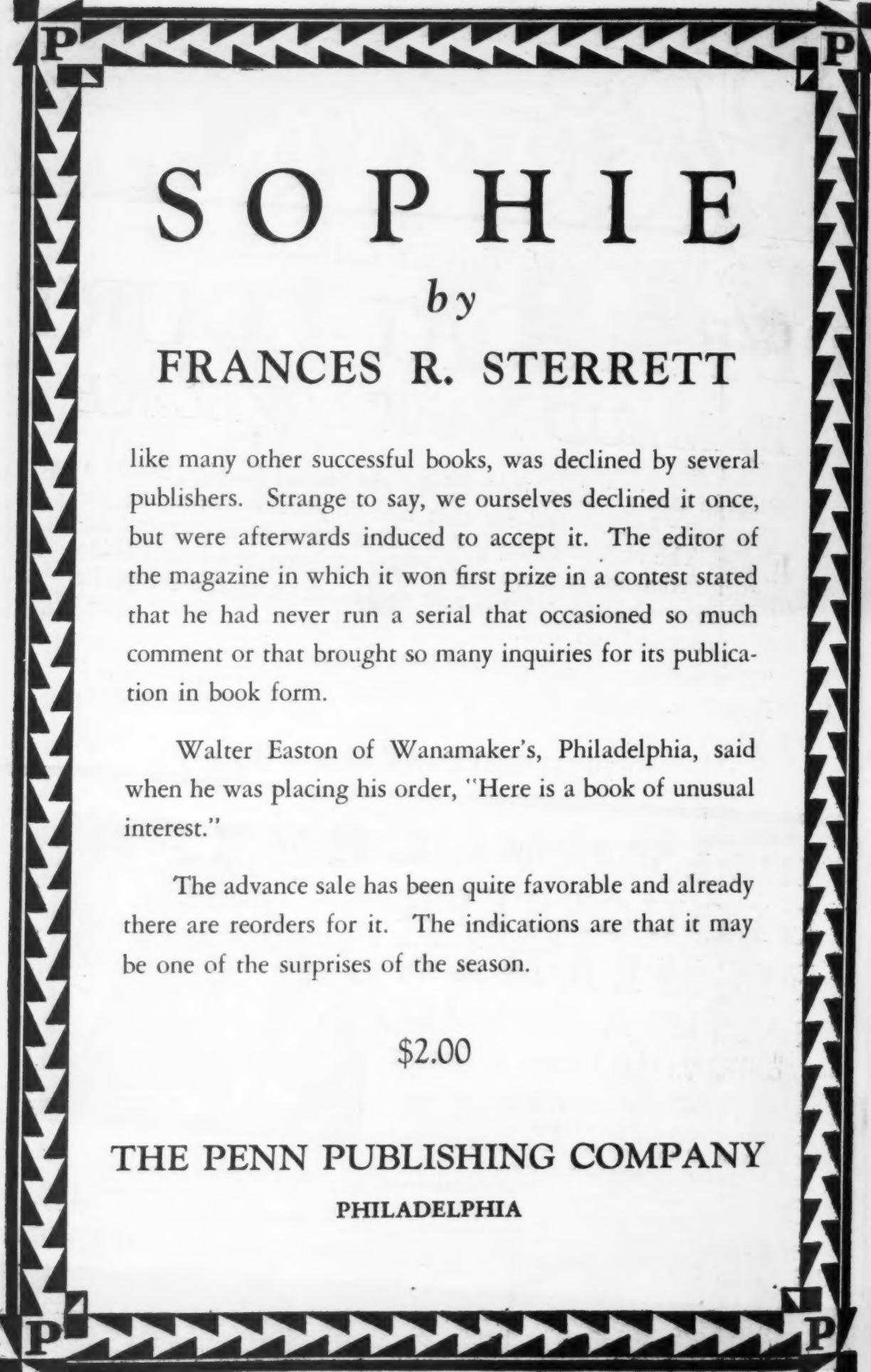
PUBLISHED AUGUST 28 \$2.50

386 Fourth Avenue

NEW YORK

THE JOHN DAY COMPANY





# SOPHIE

by

## FRANCES R. STERRETT

like many other successful books, was declined by several publishers. Strange to say, we ourselves declined it once, but were afterwards induced to accept it. The editor of the magazine in which it won first prize in a contest stated that he had never run a serial that occasioned so much comment or that brought so many inquiries for its publication in book form.

Walter Easton of Wanamaker's, Philadelphia, said when he was placing his order, "Here is a book of unusual interest."

The advance sale has been quite favorable and already there are reorders for it. The indications are that it may be one of the surprises of the season.

\$2.00

THE PENN PUBLISHING COMPANY  
PHILADELPHIA



# Races are always won by THOROUGHBREDS

Here is the list of which we spoke on the cover of last week's *Publishers' Weekly*.

At that time we pointed out as typical of its quality *The Edwardians*, by V. Sackville-West (September selection, Literary Guild); *The Complete Sherlock Holmes*, A. Conan Doyle Memorial Edition (September selection, Book-of-the-Month Club); and *Seed*, Charles G. Norris' fearless novel of birth control.

That was the vanguard; here are the troops.

Over a score of new books, forming a strong, balanced, distinguished list . . . in authorship, content, and bookmaking all *thoroughbreds!*

# RACES ARE ALWAYS W...

We have asked members of our Editorial Department and others who have had intimate contact with the creation of these books to give you their personal feeling about them, and to weigh professionally the excellence of each title in the light of its sales possibilities.

These are Russell Doubleday, Harry E. Maule, Dan Longwell, Ogden Nash, Malcolm Johnson, and Page Cooper.

## FICTION

### SEED

*A Novel of Birth Control* by  
*Charles G. Norris*

*The American News of August Books* says "this novel of birth control is a certain winner with an excellent chance of leading the best-seller lists." I think it even a better book than *Salt*.

\$2.00 (D. L.) August 15

### THE EDWARDIANS

by *V. Sackville-West*

This novel and Herbert's *Water Gypsies* are the two successes of the present London season. Already being asked for here. Will sell like *The Romantic Comedians*. Selected by the Book Society in London, and the Literary Guild September book here.

\$2.50 (D. L.) September 5

### THE COMPLETE SHERLOCK HOLMES

by *A. Conan Doyle*

The bargain of the century. The nine original books are here in two volumes containing *every* Sherlock Holmes adventure. Chosen by the Book-of-the-Month Club for September.

\$3.75 (O. N.) September 5

### MIRTHFUL HAVEN

by *Booth Tarkington*

Maine folk of Puritan stock contrasted with the Summer visitors, to one of whom rebellious Edna Pelter loses her heart. As broad in appeal as *The Plutocrat*: as shrewd in psychology as *Alice Adams*.

\$2.00 (R. D.) Sept. 19

### CAKES AND ALE

by *W. Somerset Maugham*

I venture that this will stand for many years beside Maugham's *Of Human Bondage* and *The Moon and Sixpence*.

\$2.00 (H. E. M.) October 3

### THE FOOL OF THE FAMILY

by *Margaret Kennedy*

Caryl Sanger, alone of the Sanger Circus, had common-sense instead of genius. What that did to him, is the theme of a novel which truly deserves the description all novels get: wise and tender and moving. You remember *The Constant Nymph*—here is as fine a book.

\$2.00 (M. J.) October 3

### O. HENRY MEMORIAL PRIZE STORIES OF 1930

The cream of the short story crop this year is particularly rich. Every story is one that will be studied by the craftsmen. The prize winners are particularly interesting.

\$2.00 (H. E. M.) November 7

### THE WATER GYPSIES

by *A. P. Herbert*

Here is the England of wine with real beer and real skittles, of Derby Day and greyhound races, of the Thames, the canals, Hyde Park, and Sunday boating excursions. And here, too, is one of the most dauntless and entirely adorable heroines who ever kissed her young man on her evening out.

\$2.50 (P. C.) November 7

# ... BY THOROUGHBREDS

## THE GOBLIN WOMAN *by Rose O'Neill*

*Garda* was a poet's novel *The Goblin Woman* is its natural companion. Its haunting beauty, its atmosphere surcharged with emotion, goes deep. You can't forget it.

\$2.00 (H. E. M.) November 7

## OTHER MAN'S SAUCER *by J. Keith Winter*

*Other Man's Saucer*, a first novel by an Oxford undergraduate, came recommended by Galsworthy, Priestley,

Bennett, and Evelyn Waugh. Already sensation in England because of exposé of Oxford life. A shocking book, but revealing a fine talent.

\$2.00 (O. N.) November 7

## IMPERIAL PALACE *by Arnold Bennett*

The gusto that marks the best of Arnold Bennett. As fresh, interested and vital as if the author were getting acquainted with life and a great hotel for the first time.

\$2.00 (H. E. M.) November 14

## NON FICTION

### TAFT AND ROOSEVELT *by Archie Butt*

The raw material of history. You'll start to read a letter or two and end by reading the whole book. Pick it up anywhere and see.

2 vols., \$7.50  
(H. E. M.) September 5

### THE WRECK OF THE DUMARU *by Lowell Thomas*

This true story of 32 men who suffered tortures of hunger, thirst and madness, were finally reduced to cannibalism and guarded the horrors of those days for twelve years until Lowell Thomas came upon the secret log of the assistant engineer, is one of the most absorbing sea adventures I have ever read.

\$2.50 (P. C.) September 5

### MOVING FORWARD *by Henry Ford and Samuel Crowther*

Henry Ford is moving forward when most motor concerns are moving

backwards. This revealing book, brought up to date a month before publication, explains how he does it.

\$2.75 (R. D.) October 3

### THE SCIENCE OF LIFE *by H. G. Wells, Julian Huxley, and G. P. Wells*

Wells and Huxley, writing ambassadors from the little-known realms of what used to be called "natural science," but now are all the "ologies," here unfold the awe-inspiring story of all things living. 600,000 words. Over 350 illustrations. A greater book than *The Outline of History*, 2 volumes, boxed.

\$8.50 (D. L.) October 17

### PEPYS: His Life and Character *by John Drinkwater*

Here for the first time is all of Samuel Pepys, from his birth to his death. A full-length canvas of the man who was probably England's greatest civil servant; indisputably her greatest diarist.

\$3.00 (M. J.) November 7

# DOUBLEDAY, DORAN

# MORE THOROUGHBREDS

Fiction, non-fiction, biography, humor, adventure. Every one is a certain seller. All of them are thoroughbred books!

**THE DUEL OF THE QUEENS: A Romance of Mary, Queen of Scotland**  
by *E. Barrington*

\$2.00 September 19th

**HE DONE HER WRONG: A Novel Without Words**  
by *Milt Gross*

\$2.00 September 19th

**NOT FOR CHILDREN. Pictures and Verses**  
by *Roland Young*  
with an introduction by *Ring Lardner*

\$2.00 September 19th

**CRUSADERS OF CHEMISTRY: Six Makers of the Modern World**  
by *Jonathan Norton Leonard*

\$2.75 October 3rd

**MY OWN FAR TOWERS**  
by *Mathilde Eiker*

\$2.00 October 3rd

**THEY THOUGHT THEY COULD BUY IT**  
by *Dorothy Walworth Carman*

\$2.00 October 3rd

**BONG' KWE: The story of an African Buffalo**  
by *Wynant Davis Hubbard*

\$2.75 November 7th

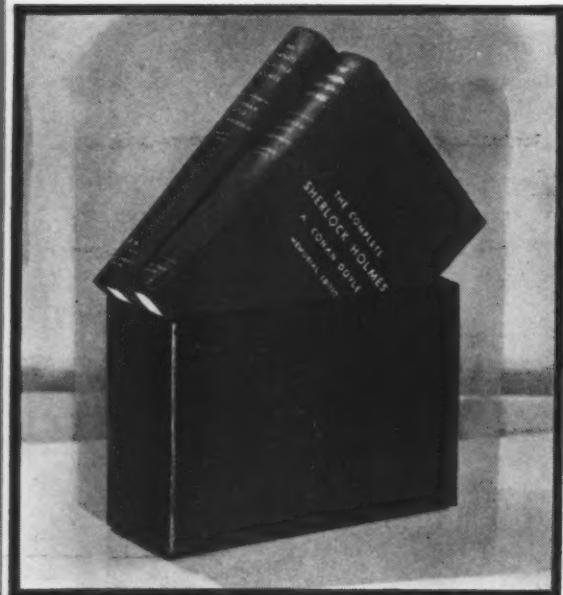
**LAUTERBACH OF THE CHINA SEA: The Escapes and Adventures of a Sea-going Falstaff**  
by *Lowell Thomas*

\$2.50 November 7th

**THE THIRD NEW YORKER ALBUM**  
by *Lowell Thomas*

\$2.50 November 7th

**MR. CURRIER & MR. IVES**  
A Note on Their Lives and Times with 32 Currier and Ives Prints. Text by Russell Crouse. 301 copies at \$25. Trade edition \$5.00.  
November 14th.



## *A word about* **VALUE**

*The Complete Sherlock Holmes* is a case in point. It contains 2,000 pages. It is really nine volumes bound as two. Price, \$3.75. *Seed*, we are told, is one of the finest looking books we have ever published. 5½" x 8½"—bound in rich Holliston vellum—stamped with Rockwell Kent's jacket design. Price \$2.00. Are not these real *values* in bookcraft? Consider the length, size, design and quality of any title on this list and see if you don't agree that they represent as a whole a new peak of perfection in the making as well as in the selecting of good books.

**DOUBLEDAY,  
DORAN**

*Garden City, N. Y.*

Publication August 28

# TWICE BORN in RUSSIA

by Natalia Petrova

*With an Introduction by Dorothy Thompson*

¶ *Twice Born in Russia* by Natalia Petrova is a veritable moving *human document*, the first authentic account of the Revolution by a woman who lived through it in its entirety. For ten years, Mme. Petrova fought for her life and those of her children in a disintegrating world.

¶ The manuscript came into William Morrow's office unheralded, and created an immediate sensation. Upon investigation, it was found to be the true story of an aristocrat of the oldest Russian nobility.

¶ The author believes that her story is typical of thousands of women now living in Russia and that no emphasis should be placed on her noble birth. She, therefore, writes simply as "Natalia, Daughter of Peter."

¶ As Dorothy Thompson, author of *New Russia*, says in her Introduction: here is the human story of an aristocrat who endured all that a demoted class had to suffer on its own ground and, in addition, the terrible famine of 1921 that spared no one. Mme. Petrova stayed in Russia until 1928. Dorothy Thompson, who knows the author personally, vouches for her authenticity and that of her record.

\$2.00

WILLIAM MORROW & CO.

New York

Canadian representatives: McClelland & Stewart  
215 Victoria St., Toronto



Harper & Brothers  
announce a new novel  
by J. B. PRIESTLEY

whose last success, *The Good Companions*, is still enjoying huge sales in bookstores everywhere . . .

IMPORTANT FACTS

Beginning with the success of *The Old Dark House* J. B. Priestley began to draw about himself a vast and enthusiastic American audience—an audience which suddenly swelled to more than 100,000 when *The Good Companions* arrived. Seldom has any novel so completely swept this country, and England too, as did *The Good Companions*. It is still selling at the rate of 500 copies a week.

*Angel Pavement*, a long rich novel in the same tradition, brings a host of new, delightful characters. We firmly believe that it is a better book than *The Good Companions*, if that is possible. Here Priestley pictures a little street hidden away in the heart of London, filled with all the adventures of the spirit, all of the human emotions that went to make *The Good Companions* a classic.

Coming September 4

ANGEL PAVEMENT  
BY J. B. PRIESTLEY

*Author of "THE GOOD COMPANIONS"*

494 pages

\$3.00

HARPER & BROTHERS

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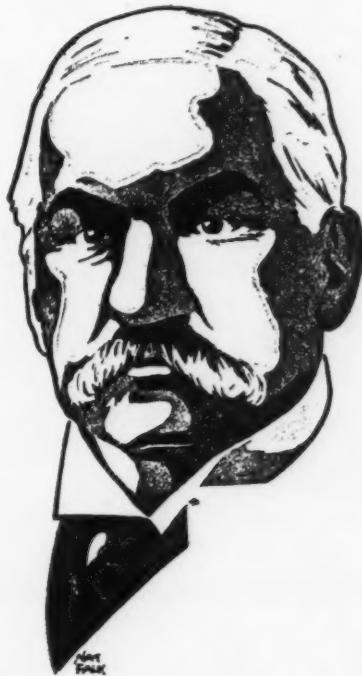
# MORGAN *the* MAGNIFICENT

The Life of J. Pierpont Morgan (1837-1913)

By JOHN K. WINKLER

author of

*John D., A Portrait in Oils*



"MORGAN THE MAGNIFICENT, by John K. Winkler, a fine biography of the world-known figure, appears to us to be a non-fiction leader for the season. In a group listing *Goethals*, *The Outlaw Years*, *Lone Cowboy*, by Will James, *The American Caravan*, *Memories and Vagaries*, *By Way of Cape Horn* (a fine one), *William Howard Taft*, *Joseph Fouche* and *Madame de Maintenon*, this is saying something."

*The American News*

August 21st

\$3.50

THE VANGUARD PRESS

100 FIFTH AVENUE

NEW YORK CITY

*By the author of **The Ginger Cat***



# The TOasted BLONDE

by CHRISTOPHER REEVE

**T**he author of *The Ginger Cat* writes another thriller—a melodramatic romance even more absorbing than the former success. A series of thrilling events begins when—after a mysterious murder—Sir James Winthrop realizes that the beautiful Vivian Luttrell has innocently involved herself, her relatives and friends in a hideous situation. The quiet life of this English community is shattered by mysterious and ruthless revenge.

Of *The Ginger Cat*, Will Cuppy said in *Books*: "A gigantic prize to any fan who can read the first three pages and stop!"—and the *N. Y. Times* said: "Colorful thriller . . . dash and vigor and enough authority and style to make it worth your while."

August 28

\$2.00

Ever since we brought out Dr. Hinkle's first dog story, *Tawny*, in 1927, his popularity among readers young and old has increased steadily. These books are in steady demand year in and year out:

**TAWNY:**  
*A Dog of the Old West*

**TRUEBOY:**  
*The Story of a Great Dog*

**BUGLE:**  
*A Dog of the Rockies*

**BLACK STORM:**  
*A Horse of the Kansas Hills*

And on August 28, we shall bring out his latest horse story:

**TORNADO BOY:** *A Horse of the West:*

A thrilling tale such as only Dr. Hinkle can tell about those grand days of the old West. *With jacket, end papers and four illustrations by J. Clinton Shepherd.*

\$2.00



**WILLIAM MORROW & CO.**

Canadian representatives: McClelland & Stewart, 215 Victoria St., Toronto

**New York**

# Washburn Books - Fall 1930

## AL CAPONE

**The Biography of  
A Self-Made Man**  
by FRED D. PASLEY

The Scarface, while still alive, is already a legendary figure. The public knows that Capone has a bodyguard that is bigger than that of the President; that he "owns" the town of Cicero, outside of Chicago; that he sells beer to Chicago; and winters in Florida in spite of violent opposition from his neighbors. The story of how he achieved his present position, here told in detail for the first time, is almost unbelievable. If it were fiction, one would say "a real thriller, though wildly improbable." The fact that every word of it is true makes it a fascinating commentary on modern America.

Sept. 15 8vo. \$2.50

## TORTURED CHINA

by HALLETT ABEND

The New York Times' sole correspondent in China gives us the first authentic picture of China today, picturing the terrible suffering, the absolute poverty, the crying need of more than four hundred million people. Abend shows us why these people can never get on their feet again without outside help. He also shows us that foreign governments, even today, recognize the fact that a new intervention in China, both for economic and humanitarian reasons, is absolutely necessary.

Sept. 15 Ill. 8vo. \$3.00

## MURDER AT RED PASS

by THE ARESBYS

Every mystery story fan remembers *Who Killed Coralie?* and *The Mark of the Dead*. Now the Aresbys have done it again in a hair-raising account of two murders in a moving picture company on location in Hawaii. A young newspaper reporter, aided by his lawyer friend, determines to unravel the tangled skein that conceals the motives covering the violent deaths of, first, the director and later of the Golden Girl.

Sept. 15 \$2.00

# ANNUAL OF AMERICAN DESIGN

Edited by R. L. LEONARD and  
C. A. GLASSGOLD

The editors of the *Annual of American Design* will endeavor to include both in this and in future volumes the best work of the outstanding authorities in all fields in which art has been influenced by the development of modern machinery, together with a general résumé, also by authorities, of the accomplishments in each of the several fields.

Among the contributors to the first volume will be Richard Bach, Hugh Ferriss, Paul Frankl, Norman Bel Geddes, Lewis Mumford, Lee Simonson and Frank Lloyd Wright.

III. 126 pages of plates, Quarto

Oct. 15

\$7.50

Washburn  
Books

## HOME, CHURCH AND SEX

C. M. ROAN, M.D., F. A. C. S.

This book has one purpose: to supply wholesome, definite and reliable information on the ever present problem of the relation between the sexes, presented in a manner that will invite the approval of the medical profession, the clergy, and the parents of the country.

"This able physician has gone much more thoroughly into the subject and has dealt with it more frankly and helpfully, as well as more religiously and sympathetically than is the case with any other discussion of this subject which I have seen."—Bishop Frederick D. Leete, Methodist Episcopal Church.

Oct. 15

\$2.00

## GOD HELPS THOSE . . .

by FRITZ KUNKEL

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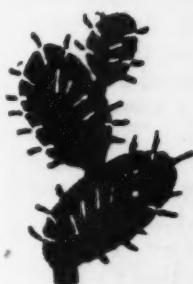
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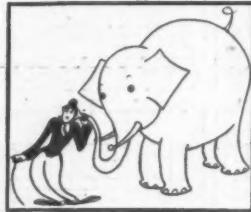
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 9, 1930

## A Survey of the Booktrade

*R. L. Duffus Has Made an Up-to-the-Minute Analysis of the Problems of Author, Publisher, Jobber, Bookseller and Librarian for the Carnegie Corporation in "Books: Their Place in a Democracy"*

Reviewed by William Morrow

President of William Morrow and Co.

HERE is a work to be heartily recommended to every reader of the *Publishers' Weekly*. It will have additional value for those who have read Stanley Unwin's "The Truth About Publishing." Not that the two books are alike in purpose or treatment; Mr. Unwin's excellent work is concerned with the facts, problems and difficulties of the publishing profession; Mr. Duffus' volume appropriately entitled "Books" and made possible by the financial support of the Carnegie Corporation which has spent so many millions for libraries) gives a survey of the writing, production, distribution and reading of books in America, and keeps the ultimate reader always to the fore. It deals with the problems confronting Author, Publisher, Jobber, Bookseller, Book Clubs, Libraries, etc., from the side of the millions who read or should be induced to read the books produced or distributed by the agencies mentioned.

Mr. Duffus' treatment of the work of these agencies and of the problems confronting them is enlightened and broad-minded. He has a gift for fact gathering and has made surprisingly few errors in presenting his findings. He has dealt fairly with the several agencies involved in producing and distributing books, and has neglected little that needs consideration

except in the chapter on "The Bookseller." He has not recognized the importance of the department stores in retailing; they certainly are competent merchants. He has missed, too, the significance of the growing number of personal bookshops and of the entrance of women into retail book-selling. In other respects, the work is entirely up-to-date. In his introduction, the author calls attention to the fact that conditions have been changing rapidly even while he wrote. He re-cast one chapter and added fresh material in order to take cognizance of the latest adventurers in "cut-rate" publishing and of the experiments in new dollar fiction, the extension of the re-print business, etc.

Temptations to quote from this provocative work are so numerous that it is best to use only extracts that set forth the author's main theories and conclusions on which comment should be made for *Publishers' Weekly* readers:

"America has not been sold on books. Every experiment in heretofore undeveloped territory seems to show that our people want books whenever they are made to realize what books have to offer them."

Few will dispute this statement, but in admitting its truth active workers in the book world may well point to the valiant

efforts made (especially in the last twenty years) to improve the situation. Mr. Duffus in his accounts of the work of Publishers, Booksellers, Jobbers, and Reprint Houses, gives generous credit for such efforts and observes with satisfaction the progress that has resulted. But, like Oliver Twist, he asks for more:

"I did, however, reach the conclusion that the relative unimportance of books in American life was due less to the apathy of the public than to the failure of those who distribute books to devise systems for reaching large numbers of people. Book publishing has fallen far behind the pace set by newspapers, magazines, motion pictures, and radio broadcasting."

Is not this indictment too sweeping and somewhat misleading? Mr. Duffus throughout the volume tells of improvement in methods and in sales. "Small as it is," he says, "the book-reading and book-buying public has steadily grown. Ten percent a year is perhaps a reasonable guess at its rate of growth." If this be so, it is reason for congratulations not for laments. Newspapers and magazines, enriched by immense receipts from advertising and virtually subsidized by postal rates below cost of service have had resources that can be devoted to promotion work without impairing profits. Similar promotion expenditure by book publishers and retailers has had to be met out of profits that Mr. Duffus repeatedly admits to be extremely slim and not yet in proportion to the risks and importance of the business. The exploitation of motion pictures and radio broadcasting began long after the effective promotion of book sales was under way and the margin of profit in books practically fixed. That producers and distributors of books have been able to maintain and even to increase their output and distribution in face of the competition of these new claimants for the time and money of American readers demonstrates that truly effective work has been done in the past generation.

Some consciousness that the obligation to make the American people, "realize what books have to offer them" and to see that books were always at hand to tempt them is betrayed throughout the volume. Of course, the sale of books might be

forced. But consider at what a cost! Where is the money to come from? Not out of publishers' profits, for they are admitted to be already too small. This larger public, at present uninterested, can only be made to want and buy books at a cost that is far beyond the resources of those handling books on a business basis. Help is needed from outside agencies and Mr. Duffus seems to realize this:

"I believe that the failure of the democratic majority to accept intellectual and aesthetic ideals is due rather to a lack of will to do so than to a lack of ability. And I believe that the lack of will is *due to false and imperfect systems of education and to other conditions in the environment which can be altered*."

The truth of the words italicized by this reviewer is emphasized by the author's lengthy and admirable account of the work done by far-seeing librarians. His chapters on library activities and the facts stated about the limited means with which devoted librarians are obliged to work should enlist the support of all in the movements for increased appropriations from public funds in order to carry on work that cannot be adequately financed out of the profits of publishers and booksellers.

Regardless of all differences of opinion this volume should be accepted cheerfully as a challenge to increased activity, intelligently directed, on the part of publishers and distributors. Notable progress has been made, but the rate of progress can be increased by the application of greater energy and more discriminating intelligence on the part of all who are responsible for the making and selling of books in America.

The one significant error in the presentation of facts is chargeable less to Mr. Duffus than to those who furnished him with the puzzling estimate of book costs given on page 42:

"Publishers' cost estimates vary so much that even professional accountants find it difficult to reconcile them. Let us, for the moment, take an individual small publisher's guess as to the manufacturing cost of a novel or other book selling at retail for \$2.50. It is a 12mo edition, with 325 pages. On an edition of 5000 copies, the paper

costs 8 cents a copy, the printing 9 cents, the binding about 22 cents, the jacket about 2 cents—a total of 41 cents. If 10 per cent is added for wastage and review copies, the cost comes up to a little more than 45 cents.

"But now suppose that the book becomes popular and the happy publisher is able to sell from 25,000 to 50,000 copies or more. The unit cost now falls to 5½ cents for paper, 2½ for printing, 12 for binding, half a cent for the jacket—a total of 20½ cents—or perhaps 22 cents if wastage is counted in. The author's royalty will have risen from 25 cents a copy to 37½ cents, but even when the publisher has parted with this additional small change, he will have an extra profit of more than 10 cents on each copy for himself."

Complete analysis of these figures is impossible without knowing how composition

and plates are allowed for, but certainly such savings in cost of paper, printing and binding as between preparing editions of 5000 and 25,000 to 50,000 are out of the question. Eight cents for paper on a printing of 5,000 is a fair estimate but the saving in that item in printing 25,000 to 50,000 could be only a fraction of a cent if the same quality were used. The estimates for printing costs are in the first case probably too high and in the second case certainly too low. The same is true as to the estimates of binding costs.

Fortunately this misleading statement, important if the matter of manufacturing costs loomed bigger than it does in the author's general thesis, can be forgiven in view of the valuable contribution Mr. Duffus has made to a cause in which we are all so deeply interested. It is a book to be read and re-read, a book to ponder over, a book that will, let us hope, have a far-reaching influence.

## Psychology in Bookselling

*The Ability to Make Easy Contacts Is Not Enough. The Really Successful Salesperson Must Be Able to Handle Difficult Customers*

Robert Gray

To be successful, the bookseller must be a psychologist. To go a step further, every person on the bookseller's staff must also be a psychologist if the best results are to be obtained. Does this mean that every person must take a course in the science of psychology or study learned tomes on the subject? Far from it. Many a person is exceptionally skilful in understanding human nature who has never read a book or an article on the subject.

A child soon learns by observation the particular kind of tactics that is necessary to secure one's own way with parents and teachers. Even very young children often become highly adept in so understanding the surrounding adults that they can mold them to their immature wills.

If the child, with its small desires, finds the use of psychology essential to successful

achievement, how much more is this necessary for the adult with the multiplicity of contacts that are made every day and every hour. Your average man or woman often has a pretty fair knack of sizing up people. This is psychology in its simplest and most practical application.

The salesperson makes one contact after another, and it is obvious that the ability to make these contacts properly is a very large part of what the employer pays for when he gives out the weekly pay envelope. *The ability to make easy contacts is not enough. The really successful salesperson must be able to handle difficult customers.*

How often the salesperson excuses his failure to make a sale by complaining that the customer was unreasonable? It is the salesperson's job to handle every type of customer, not just those that are pliant.

Ask the average salesperson what is the first requisite in salesmanship. He will probably tell you that it is a knowledge of what you sell. That is only half the battle, and it is almost as fatal not to know the difference between Mrs. Jordan and Miss Smith as not to know the difference between Zane Grey and H. G. Wells.

To handle the hard to handle customer successfully, you have got to understand him. Does he growl? If so, does he mean it or is the growl merely a pose? Is he really ill-natured or is only his manner unpleasant? You can turn many dollars away from your door by giving up before the problem of the customer who is unreasonable, unpleasant, fussy, super-critical or in any other way hard to handle. Your natural impulse is to shorten a disagreeable situation as much as possible and so you hurry the obstinate patron out as fast as you can.

A customer enters, asks for the novels of Victor Whitechurch. Remembering several mystery tales by this excellent author, you mention him in this connection. Your customer who knows of Whitechurch from his novels of English social and church life, indignantly denies that he ever wrote a mystery story in his life. It is better not to press the point unduly but to endeavor to sell or order "A Canon in Residence" instead of triumphantly exhibiting a copy of "Robbery at Rudwick House." Alas, we are all human and in trying to prove that we are right, we lose sight of our main object which is to sell the customer. Like St. Paul, we must be all things to all men—and particularly women—so that by all means we shall win some. When the customer faces you, your job is to sell him a book or books that will please him, satisfy him, bring him back for more, books that he will recommend to his friends so that they, too, will come to you. To do this, you must know about the books and you must know the customer, too.

The objection may be raised that it is difficult to know a customer unless he is a regular patron and you have a chance to make a friend of him. Your casual customer comes in, makes an inquiry or two, possibly a purchase and is on his way. It seems impossible to study him or know much about him. Nevertheless, one must try to do so, for we will be unable to attain

any substantial success unless we do. It is not as difficult as it seems at first. As a matter of fact, we receive some very definite impression of every person with whom we come in contact—every article, every object as well. Many quick impressions are correct, though they may be superficial. Many people have outstanding traits that strike you promptly and about which there is just as little possibility of mistake, others require more thought before you can properly classify them so that you can deal with them successfully.

Above all, accept with a whole tablespoonful of salt what anyone tells you about himself. He is often mistaken, or likes to picture himself as his vanity would like him to be. Watch out for the man who tells you he likes serious reading. He gives you a real problem, for in many cases you must sell him a book that is not at all deep but merely flatters his belief that he is capable of understanding heavy stuff.

A case in point is Mrs. Spencer, a fiction customer who recently returned one of the year's more substantial novels to one of our bookstores with the tart comment that it was not at all the thing she wanted.

"You recommended it yourself, Mr. Radruff," she said accusingly. "You know that I read nothing but the very best in modern literature and you sell me a book of this sort. There is so much drivel nowadays. Really I hate to have it in the house. The way I feel about it is that we ought to be just as careful about our minds as we are about our bodies and select only the very best for our reading."

Mr. Radruff looked at Mrs. Spencer narrowly. Had his previous psychology been all wrong in her case? Obviously it seemed so.

"Sorry, Mrs. Spencer," he said. "Of course we will take it back, but tastes are so varied—"

"Quite so," said Mrs. Spencer, "but I hope that you consider me a person of the best of taste."

"Absolutely—absolutely," Mr. Radruff said, hastily, "and I am sorry if I missed fire in my recommendation. However, let's try again."

He picked up one of the lightest, least consequential books on the fiction table but one that was wholly innocuous.

"Here we have something I believe you

will like, Mrs. Spencer. Something really worth while."

"I do hope so, Mr. Radruff. Remember, you are on trial, because you had no business recommending that other book to me. It was terrible."

Mr. Radruff had been entirely mistaken in his estimate of Mrs. Spencer. He made the mistake of accepting one hundred per cent what she told him about herself—a fatal error. She maintained that she wanted only the best, the really substantial in literature. That was what she desired the world in general to think and it was what she liked to believe about herself.

However, what she actually liked was a light story without suggestiveness. This was borne out by the sequel, as she phoned Mr. Radruff a few days later and heartily thanked him for his recommendation.

Most customers are fairly easy to classify. Others present problems. Success is measured a good deal by our accuracy in quickly sizing up the easy ones and by the patience and intelligence we utilize in studying and working with difficult ones.

A common situation is that a customer comes in; you have never seen him before; you address him and gain an immediate general impression; he states his wants; you show him the books you think will please him; all this time you must study to see if your first impression is confirmed or if you must revise it. Above all, work the thing out along the lines of what the customer reveals of himself. Don't impose your ideas and prejudices upon him. If you offer him Oppenheim's new book and he says he doesn't like Oppenheim, don't argue about it but go on to something else that elicits a more favorable response.

Work with your customer. Don't work on your customer. In our business you can lead him—you can seldom drive him. Work with him on his own ground. If he is unreasonable, don't try to work with him as though he were reasonable. If he is vain, play up to that quality. If he talks about himself, listen respectfully but don't

let him get too far from the main point—the purchase of books. Pleasant conversation is agreeable but it neither satisfies the landlord nor meets the pay-roll.

Division of Customers is into two groups—those who want immediate attention so that they may be on their way as soon as

possible and those who wish to make unhurried selections without too much assistance. Errors in diagnosis at this point create an immediate and often lastingly unfavorable impression. The mistake lies in using a stereotyped greeting to all customers. An answer should be sought to the above question and the patron treated in accordance with the analysis.

Mr. Fosman presented a rather usual case for tactful handling. He desired a book for his young son—aged nine. He spoke with pardonable pride of the accomplishments of the young man. It was evident that paternal vanity was a ruling passion. Mr. Fosman's enthusiasm found response and as a result he bought three books described as suitable for boys of eleven or twelve. "You should see that kid" was Mr. Fosman's parting remark. "I should like to" was the clerk's smiling rejoinder.

Mr. Porter looked like a very dignified and scholarly man. The clerk showed him all the highbrow stuff she could lay hands on. He pushed it all aside and finally said gruffly: "Thanks for the compliment, Miss, but what I want is Zane Grey's new book."

Mrs. Fancher read good books but once in awhile she liked something a bit spicy. She was an old customer and unless handled very carefully, would make her purchases of this type of book at some other store where she was not known.

And so each customer gives you a chance to use your powers of analysis. In most cases, the task is easy. When it is not, when a real problem is presented, what a challenge to the salesman who takes pride in his work! What triumph to make sales to the unreasonable customer, what double triumph if the books do not come back.



# THE Publishers' Weekly

*The American Book Trade Journal*

Founded by F. Leypoldt

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*  
—BACON.

## Our Morale Is Better

WE have been taking the suggestion of a June *Publishers' Weekly* editorial to visit bookstores in such towns as vacation travel brought us to. Visiting about keeps us from getting provincial, as New Yorkers so easily can.

How much better off we are for bookshops than we were a dozen years ago! Whenever we get discouraged about the development of book outlets we review in our minds what has happened in the last 10 or 15 years and cheer up. We have a long way to go before every small city displays a good variety of new books and editions promptly, and before the large cities have books adequately presented in a way commensurate with the population but why shouldn't the next dozen years make headway proportionate to the last dozen?

What we started out especially to comment on was not the bookstores but the morale of the booksellers. This is not a happy year for business. The last two months have been flat enough and yet we have heard little grousing or pessimism. We have found booksellers working hard, cleaning up, buying close and smiling cheerfully, if ruefully, over the figures. This is not unthinking optimism but hard

working effort. We have seen depression years when the gloom was thick enough to cut. This is better.

## Something to Feature

WHEN you walk out of a retail store, any retail store, it should leave on you, so it seems to us, some definite impression of its current enthusiasms about merchandise. What is the store featuring: an individual new style in dresses, a novelty in kitchen utensils, a fabric of special manufacture? What has the retailer picked out for feature purposes? It may not interest you then but it builds up in your mind an idea of the personality of the store.

We sometimes feel that bookshops miss out in this quality of good storekeeping. The bookshop has so many interesting new books each week that it is hard to decide on the right books to feature and yet it gains effectiveness by so choosing a few among the many books to feature. A customer walks into the store and buys a bridge book or visits the rental library or merely asks for information. As he passes towards the door, what is his last impression? That the Bookshop has many neatly piled counters and orderly shelves? Or that the Bookshop is laying a strong personal emphasis on this volume or that, on some title in which the Bookshop is taking an informed interest? Of course the salesman puts that individual emphasis into his talk with customers but how will the store make its impression on the casual traveler in its aisles? We believe these casual visitors would like to know what the bookseller has on his mind.

We have walked out of several shops lately with no definite impression of what those shops had on their minds. There were counters of biography, of travel, of dollar books, of new fiction, but what was the shop keeper enthusiastic about? We don't know. There ought to be some way of conveying that information, and it would be worth doing. Only let it be something the shop really stands behind.

What is your shop's best recommendation this week; a new book by a favorite, a fresh discovery, a biography whose virtues you have tested out, a volume of local significance? Having discovered the book there must be a way to make it stand out.

### The Exchange Privilege

**I**N one form or another the plan of a six months' exchange on overstock seems likely to get a rather thorough testing out this fall. A number of publishing houses are trying the experiment. Perhaps it is only the expedient of a slow season. We shall know more about its effectiveness when the time of balancing accounts comes. Every bookseller knows that he makes money by what he sells not by what returns. He must buy as discriminatingly as possible and push his selections by every available means. If, after that, the publisher's list and the retailer's purchases contain titles the public can't be interested in, the publisher as the primary speculator will under this plan have to handle the residue of the printing, protecting himself against dealers' indifference by requiring that other books be taken in exchange.

It is not an *easy* answer to the problem of speeding new book distribution, but properly handled it may help the sale of books. It should help to keep the new book counters in fresh attractive condition; it should release retailers' capital locked up in promising but unproductive titles; it will encourage the dealer to try out the new books that the publisher is backing with enthusiasm; it puts the publisher and retailer side by side in common interest in deciding on quantities and in the search for real successes. It is re-orders not re-returns that are profitable to both publishers and booksellers. If the return-for-exchange plan on speculative merchandise enables the publisher to get readier display and a better chance to ascertain what his successes are to be, the plan will pay its way.

### The Gas War and Books

**T**HE discussion of the Capper-Kelly Bill for price maintenance in the *Publishers' Weekly* of July 12th has brought from A. M. Robertson, the veteran bookseller of San Francisco, a clipping of a current advertisement of the Standard Oil Company of California in which that firm discusses the ethics of price slashing, a discussion inspired by the price war now raging in the gasoline industry on the Coast. Part of this reads:

"Laws enacted nearly forty years ago

to meet different conditions have been interpreted to prohibit agreements to curtail the production of refined products as well as agreements to regulate the price structures under which they are sold. Nevertheless, much can be accomplished if those engaged in the industry will use their individual efforts to stabilize marketing conditions and if they will practice fair dealing in competition.

"Among the causes destructive of stabilized marketing conditions is the dealer whose only aim, regardless of the reasonableness of prevailing prices, is to take the business of his neighbor by selling below the latter's price. The Standard Oil Company of California announces as a policy that it will not sell its products to that class of dealer. It does not want his business. It matters not whether he is practicing his unfair competition with respect to the products of this company or of its competitors. So far as this company is concerned it will regard the dealer who cuts prices without respect to their reasonableness in order to take the trade and livelihood of his neighbor as an outlaw in the business."

To such a huge industry as that of oil production the difficulties of the book business resulting from price slashing must seem small enough. Though Mr. Robertson does not point the comparison, for some time San Francisco bookselling has been troubled by price cutting, and recently this price cutter asked the Federal Government to see if there has been any unfair effort on the part of publishers to restrain him from continuing his course. The Sherman Act would prevent any such cooperation, though it would not prevent any action such as the Standard Oil Company is taking nor, in the case of publishers, individual decisions. The public is pretty well convinced by this time that price cutting is of no general public benefit. The Capper-Kelly Bill brought before Congress in Washington in June had gained almost unanimous favor in the House, but its enactment was staved off a little while by an association of department stores. Slowly but surely more modern methods and ethical methods are being developed for business building, and the time is probably not very distant when such unfair methods as price cutting will be matters of past history.

## In the Bookmarket



*A Harper salesman turns artist and sketches the characters in "Angel Pavement"*

THE drawings above were made for Priestley's new novel, "Angel Pavement," by Charles Bartlett, one of the Harper salesmen. He decided to make a display of his own while waiting for the publisher's regular material to reach him, and sketched the characters of the book as he imagined they would look. There are four other drawings which we reluctantly saw crowded off the page. \*

H. L. Mencken is to be married September 3rd. "How dost thou, Benedick, the married man!" or, to quote another well-known author, Mr. Mencken himself, "Bachelors are the luckiest men in the world. I wouldn't trade my bachelorhood for anything. It's just like sitting in an easy chair and watching two clowns antic on the stage, climbing up to heights and falling down and then repeating the whole performance for the bachelor's amusement." The bride to be is Sara Powell Haardt who used to write book reviews for the *American Mercury*, and whose first novel "The Making of a Lady" is to be published by Doubleday. \*

Conrad Aiken, winner of the 1930 Pulitzer Award for his "Selected Poems" sailed for England August 3rd, he says "probably for good." After a tramp through the Highlands with his wife he will settle down in Sussex to finish his latest book of poetry called "John Deth and other Poems," (Scribner). \*

Heywood Broun, the well-known columnist, is going to run for Congress on the Socialist ticket. He will run for Representative from the 17th Manhattan District. "This is a silk stocking District, I am told," he said in a statement to the Press "but there is plenty of rayon still in it." \*

Anne Douglas Sedgwick is coming to America in August for the first time in over twenty years. She may be here when her new novel is published. "Philippa," which has an American hero, by the way, will be published by Houghton Mifflin late in October. \*

The third of the Dutton Clue Mysteries is "The Green Jade Hand." The drawing below shows the shrouded figure which appears on all the jackets of the series, leaning over Harry S. Keeler the terrified author of this third volume. \*

"The Cheerful Cherub," a book of light



*The Shrouded Figure which reappears on the jackets of all Dutton Clue Mysteries whispers to Harry S. Keeler*

verse by Rebecca McCann originally turned down by five publishers, we are told, was published by *Covici, Friede* and at once became a best seller. In the last three years it has sold 70,000 copies. The second series was published July 23 in an edition of 6,500 copies and will be reprinted on August 14. Little money was spent on the first series except for advertising in the *Publishers' Weekly*, but the publishers are planning an extensive advertising campaign for the second series. "The Cheerful Cherub" is widely circulated through a newspaper syndicate. ♦ ♦ ♦

The customer of a lucky bookshop asked to see a copy of "The Horse of the Desert" (*The Derrydale Press*) the other day. He became interested in the bibliography of books on the horse in the appendix, about 140 titles. The salesman offered a few suggestions and the customer left an order for every title on the list. The books, coming from all corners of the earth, the salesman will be kept pleasantly occupied for some time. ♦ ♦ ♦

Richard Offner, professor of the History of Art at New York University, is preparing "The Corpus of Florentine Painting" to be published by the University. The book will extend to 30 volumes to appear during an interval of 3 years. Each volume will be illustrated by full-page collotype plates and will be an exhaustive study of the whole body of paintings of the Florentine School from its beginnings to the fifteenth century. ♦ ♦ ♦

Aldous Huxley has made an appeal to all those who have any letters of D. H. Lawrence in their possession. The letters will be copied promptly and returned to their owners. ♦ ♦ ♦

The firm of *William Edwin Rudge* has announced that it will close down its printing plant in Mount Vernon from August 22nd to September 2nd, giving its employees their vacations during that period. The manager's office at the plant as well as the New York office at 475 Fifth Avenue will be open, however, to receive all orders and correspondence. ♦ ♦ ♦



*A window display at Brentano's of the second series of "The Cheerful Cherub," an enduring best seller. Seventy thousand copies of the first series have been sold and the new issue is to be reprinted August 14th*

Elliot Paul is writing a novel called "The Governor of Massachusetts" to be published in August by *Liveright*. ♦ ♦ ♦

Announcement of a new biography of Mary Baker Eddy comes from *Macmillan*, who will issue it in October. The author is Dr. Lyman P. Powell—author of many books and magazine articles, rector of St. Margaret's Episcopal Church in New York City and at one time president of Hobart College. That this new volume will be more to the liking of Christian Scientists than was Dakin's much disputed book, seems likely in view of the fact that Dr. Powell has for a quarter of a century been investigating Christian Science from all angles, and that the Board of Directors of the Christian Science Mother Church in Boston opened up to him its vast store of knowledge to aid in the preparation of this biography, information which contains not only textual material but thousands of letters, rare pictures and will make Dr. Powell's book of unusual interest. The illustrations will be in the main heretofore unpublished ones.

# Chicago Booktrade News

Milton Fairman  
of *The Chicago Evening Post*

**A** ROMANTIC touch to the day's drab news was lent recently by the announcement that Dr. Harold Willoughby, associate professor at the University of Chicago, had procured a valuable manuscript Bible which had been used for years to seal the solemn pacts of Chicago gangsters. The manuscript had been in the possession of the family of Mike Potson, manager of the famous Colosimo's, whose partner, Mike Colosimo, was killed some years ago. Whenever a treaty or contract was to be witnessed in the restaurant, the contracting parties called for the Bible and clasped hands over it. The manuscript, written on parchment some ten centuries ago, is regarded as one of the most important finds of its kind in Chicago.

\* \* \*

And another Bible: Frank R. Chandler, millionaire real estate man and collector, has joined the ranks of literary Chicagoans with an expurgated edition of the Bible. Chandler, who is a brother-in-law of Henry Gordon Selfridge of London, spent years in editing the "Twentieth Century Bible," which recently was published. The lengthy genealogical tables of the Old Testament, as well as what the editor deems immoralities, have been deleted from the book, and are published in a separate addenda.

\* \* \*

The Post Office News company, one of the most rapidly growing book concerns in Chicago, is branching out into a new line. A store has been opened at 106 West Van Buren Street which will handle second-hand books as well as new works and magazines. Kristian Baum, a veteran Chicago bookseller, is manager of the new store, which, with the new branches opened in the Merchandise Mart and the Daily News building, is the third to be established within a year.

\* \* \*

Frances Beam Tobias and Annina M.

Golden have opened a new bookshop and circulating library in Room 1214 of the Finchley Building, 23 East Jackson Boulevard. The name is the Golden Beam Bookshop.

\* \* \*

The second book to come from the Eyn-court Press, 440 South Dearborn Street, is "Stone Wall," an intimate biography by Mary Cassal. Frank Delmar, formerly with Covici, Friede, is manager and director of the press. Walden's Book Shop in the Palmolive Building has been showing the water colors of Helen West Keller, already known for her wood blocks.

\* \* \*

Uncle Sam, through the Chicago Customs office, is up to his old job of censorship again. The Argus Book Shop, 333 South Dearborn Street, lost copies of "Wise Parenthood" and "Contraception." The Walden shops lost "Eastern Love," E. Powys Mather's book. Among the other seizures made—these from individuals—were "Ulysses," shipped to a prominent business man, and the "Decameron," purchased in England by a woman well known in society. "Lady Chatterley's Lover," purchased by a social worker at Hull House, was also held by the government, which made thirteen seizures in all.

\* \* \*

Sir William Craigie, editor in chief of the Oxford dictionary, who has been in Chicago for some time directing the work of compiling the new American dictionary which is to be published by the University of Chicago, reported the other day that after four years of work the dictionary has reached the half-way mark, and should be completed within the next few years.

\* \* \*

"Targ's American First Editions and Their Prices" is out of print, according to an announcement from William Targ, 808 North Clark Street, who published the work several weeks ago. A new and revised edition may appear next year.



## New Brentano Bookselling Cart

FOR some time the Brentano Bon Voyage package of books, an appropriate selection packed in an attractive blue box, has been well known to travelers embarking on an ocean voyage. Brentano's have now augmented this book service for voyagers by planning and building the above miniature bookstore on wheels which was first installed on the Cunard dock July 30th, close by the Aquitania's stream of arriving passengers. Built of steel it is a compact unit with cleverly arranged shelves fitted into the top and with sides which open out. The unit can be, of course, wheeled about the dock to whatever position is most advantageous. It makes an attractive book display. The first selection included in the main books on travel, guide books, books about England, France, Germany, Oberammergau maps, and the best of current novels. The Brentano motto, "Booksellers to the World," painted on the ends of the unit, seems particularly appropriate.

So far the Brentano Cart has been at the sailing of the Aquitania, Franconia,

Caronia, and Berengaria, and some interesting discoveries, some of them rather surprising, have been made about the tastes of ocean travelers. Most of the books bought on the pier were not purchased for gifts but were purchased by people themselves about to sail. There was no demand for maps, no demand for puzzle books, no demand for bridge books. Even more interesting, there was almost no demand for travel books. Clara Laughlin's books were the only travel books that sold and those sold pretty well. There was almost no demand for biography, only for the newest popular books: "The Adams Family" and Wister's "Roosevelt." The chief sales were of fiction. Jeannette Gibbs' "French Leave," Margaret Ayer Barnes' "Years of Grace," Colette's "Mitsou," Wilder's "Woman of Andros," Harrison's "Generals Die in Bed," and Oliver LaFarge's "Laughing Boy" were among the best sellers. Every week the selection will be changed to include the week's high spots. There was demand for magazines but the Cart does not plan to carry them.

# American Booksellers' Association

## 1900 - 1930

**I**N the July 26th issue of this periodical Mr. Rogers, creator of "Surprise Packet"

has said that I do not "understand that the packet cannot be said to compete with the bookstore." In his mailing piece to publishers, sent out some time in April, he says "the packet goes into the homes of 100,000 known book buyers and book-lovers." While it is also pointed out that the idea can be used for publicity purposes and that publishers can send book buyers to the bookstores through it, the same paragraph calls attention to the fact that "mail order book advertisements that have paid out in any other book advertising medium will pay out here," and that "on the reverse side is the regular government C.O.D. 2 cents post card form with your (the publisher's) permit number and name and address."

The only cards which have been seen in this office are those that make a direct appeal. According to the Rogers' announcement four out of ten of the publishers are regular trade publishers and are offering regular trade books. If the statement that this concern actually has a list of 100,000 known book buyers is correct, the mailing will be made at some cost to the members of this Association and the other booksellers of the country. Incidentally there is nothing in the cards that I have seen that would indicate that a bookstore might exist.

There was no attempt on the part of this office to suggest that the booksellers boycott a publisher who is using this service although it might be pointed out here that there are a number of publishers who are not using it. We have hoped though, that the publishers might realize that it would be best to cooperate with the bookstore.

\* \* \*

For some reason or other, it seems to be quite simple for organizations which wish to do a small business on cut price books,

*To increase the value of the bookstore to the community; to promote friendship and fraternity throughout the trade; to strive for our mutual welfare and for better service of the public.*

to get their books easily, and enter into competition with our members throughout the

country. Two other firms have just been reported to this office. Inasmuch as these accounts are rarely of any appreciable size, and therefore cannot be important to any individual publisher, it seems that something might be done in order to keep them from being thorns in the side of the bookseller.

It is becoming more obvious that booksellers are overlooking an opportunity in not handling remainders. There is every likelihood, judging from the various reports and comments, that this type of merchandise is being sold to a public that in many respects is slightly different from our regular book buyers, and that if booksellers will display remainders over a period of time, they will be able to obtain some of this business. In addition, they will be offsetting the possible harm done by the display of "cut price books" in drug and cigar stores, because through the constant display of remainders in our members' stores, with cards showing just what they are and how they have come into being, the public will come to recognize the fact that they are legitimate merchandise, that the bookseller can supply them, and that these other outlets are not giving something for nothing. A careful check of the business done in book departments where remainder sales were in progress shows that in practically every instance the regular business of that department was increased at the same time. The Syndicate Trading Company will supply a stock on consignment to any members of the Association in good credit standing, the size of the stock to be proportionate to the amount of business that can be done. Booksellers who are interested will receive from this office samples of advertising copy and sales promotion effort that have made remainder sales valuable to other outlets.

# Small Bookshop Management

Franklin M. Watts

## CHAPTER IX

### *Establishing Credit*

**C**REDIT means confidence. In order to secure credit it is necessary to gain the confidence of the publishers. The first step in establishing credit is to make a report to the great credit agencies Dun and Bradstreet. They list practically every business in America. Your banker can tell you how to locate them if they are not listed in the telephone directory. They have special forms which must be filled out completely. This is the first step. In addition to Dun and Bradstreet (by the way these are separate organizations doing much the same type of work—not one firm as the constant linking of names would indicate) there is the Typo Mercantile Agency. This agency rates the credit of the different concerns engaged in the publishing business. Many publishing firms rely on Typo for the report of the retail bookshop. Typo's address can be learned from any publisher.

In writing for the first order explain that you have filed application with the various credit agencies. Very often the publishers will make a shipment on the information learned from them. But if they ask for more information give it to them gladly. It will take some months before your credit can be established through the trade. Be prepared to pay cash in advance for any books desired. Don't do it as a rule or you will never get credit established. After the first few orders there should be no difficulty, provided all bills are met when due.

#### **There is a Laxity of Credit**

Right here it might be well to state that there is considerable laxity in the granting of credit by publishers. The willingness of publishers to carry a large amount of past due accounts on their books should never lead to the practice, engaged in by many retailers, of not pay-

ing promptly all bills when due even if a discount is not granted for prompt payment. It is a poor practice to get in the habit of owing for merchandise past due. This tendency is responsible for at least a part of the prevalence of overstocked bookshops. A shop should never contract for more merchandise than it can pay for in thirty days even if long term dating is granted.

All bills that carry a cash discount should be discounted. This is an easy way to make a little extra profit. Only a few firms in the book business grant cash discounts. This is unfortunate for the dealer who adheres to the policy of promptly paying bills. However each of these publishers should get his bills discounted. Outside of the book business almost 100% of the manufacturers give cash discounts. and these should be taken at all times.

#### **Cash in Bank Should Equal Accounts Payable**

At all times there should be in the bank cash sufficient to meet all of the debts to publishers and other manufacturers. It is a bad policy ever to let this cash balance come below this figure even during the holiday season. If business is poor for a season, as it is sometimes, the dealer must be prepared.

#### **What to do in a Jam**

Much has been written to show how not to get into a financial jam. Nothing has been written to show how to get out of a jam. At this point it might be well to devote a few paragraphs to show the way out. Also it may prove valuable in pointing out some of the trouble that is caused by not following the rules of good business practice.

If something happens to force a liquidation the value of the business depreciates at least 50%. The books would have to

be sold at a discount and the final remainders would almost have to be given away. The furniture and fixtures are usually almost valueless to any one else, the supplies are worth little, and the equipment is all second-hand. Any amount of organization expense that is not written off the books is thrown away. The moral is not to have to undergo forced liquidation.

Let us suppose that the bookshop finds itself in difficulties due to an overstock of books. Many of these titles are dead. Some never should have been sold to the shop in the first place but there they are. The total business has been good and under a sane buying program the shop could prosper. This sort of thing has happened a number of times. The first thing to do is to write to each publisher that has a long outstanding account. Tell him the exact situation. Also tell him the titles of the books that you have of his. It might be possible that you could unload some of your excess in this manner. This could not be done more than once and never should be done unless there is real difficulty.

The next step is to take a complete in-

ventory. Then make a list of all bills due. If the situation is hopeless because you have been using merchandise credit for current expenses there is only one thing to do—get out, sell or in some other way get the business off your hands. But if the situation shows that this is not the case try a sale of the old stuff on hand that can't be returned. Sell it for what it will bring, but sell it. Old books unless they are rare books get no more valuable. A real honest-to-goodness clearance sale will work wonders.

After this one sale is over try to learn from the mistakes so as not to repeat them. During the period of frozen credit when large amounts are due there is still another way to get merchandise. That is to sign trade acceptances for the amount. A trade acceptance is a note. If it is not paid when due—legal action can be taken. It is a way to get merchandise but should not be used except as a last resort.

Here is hoping that none of the readers of this series ever will have any financial troubles. If they do get into a mess there is often only one way out and that is to get out of the business.



Franklin Watts,

*the author of this series of articles, has been manager of the book department of the George Innes Company of Wichita, Kansas, but is going on September 1st to be manager of the book department of W. K. Stewart of Indianapolis. This series of articles began in the April 26th Publishers' Weekly and will continue through the fall. Some of the subjects to be covered by Mr. Watts in forthcoming chapters of the series are: "Equipment and Supplies," "Shop Accounting," "Relations with Travelers," "Scientific Management."*

## In and Out of the Corner Office

AT the famous Korner Bookstore of Cleveland, which has to be differentiated from the famous Corner Book Store of Boston, we found the proprietor taking particular pleasure in the success of the book by Edith Hamilton on "The Greek Way" which Norton recently published. Mr. Korner always has some pet book that he is nurturing, and he has an infallible way of picking items that bring customers back to the shop. ♦ ♦ ♦

At Halle Brothers we saw that they had a considerable display of globes and inquired whether these had become a good item in bookstore business. The report of Miss Hutchinson's department was very favorable. The demand for globes has become stimulated by aviation; flat maps did not seem fully satisfactory for tracing around-the-world cruise. It is well to bear this in mind particularly at Christmas time, as globes make attractive gifts. We checked this opinion by Mr. Klages of Scruggs, St. Louis, who happened to be in the Corner Office this week, remembering that he had a very attractive display of globes along the cases that separated the book department from the store's waiting room. He was equally enthusiastic about globes as merchandise and was specializing, also, in framed picture maps. ♦ ♦ ♦

Burrows Brothers believe that people ought to do a little serious reading in the summer, and are featuring in their most conspicuous window Stokes' one-volume edition of Shakespeare, which certainly is one of the best printed of the many compact editions of the great dramatist's work. ♦ ♦ ♦

In Chicago we found them discussing the dispatch from New York that George Doran had gone with the Hearst organization. Chicago has special pride in Mr. Doran's dramatic career, as he began his work in the book business there with the old firm of Revell, and one dealer said he could remember when Mr. Doran traveled around the surrounding country by horse and buggy covering big and little towns pushing religious books. Perhaps he

was running the first book caravan, but we haven't asked Mr. Doran to verify this. ♦ ♦ ♦

There is talk in library circles of the next Convention's coming east, and perhaps the gathering will take place at Yale, which will have its noble new library building ready. The building itself would be worth the long trip to see. As Dr. Keogh of this Library retires from the Presidency of the A. L. A. Dr. Adam Strohm of Detroit takes his place. Mr. Strohm himself is no mean library builder, and the Detroit Library was selected by a jury of architects in a recent book published by Scribner entitled "Masterpieces of American Architecture" as one of the three most beautiful library buildings in the country, the libraries of Boston and Indianapolis being the other two selected. ♦ ♦ ♦

Josiah Titzell, head of the Publicity Department of Brewer and Warren, is the author of "Put It Away 'Till Spring," one of the song hits in the Garrick Gaieties which is one of the few shows enjoying a successful season in New York. When the Little Show opens at the end of August, it, too, will feature one of Mr. Titzell's songs, "Waiting for the Bus." ♦ ♦ ♦

Donald M. Stevenson of William Morrow and Co. is being married August 12th to Grace Leo. ♦ ♦ ♦

Franklin Watts, a frequent contributor to the *Publishers' Weekly*, has recently married. Mr. Watts is leaving the George Innes Company, Wichita, Kansas, to go to W. K. Stewart, Indianapolis. ♦ ♦ ♦

Ruth Raphael is leaving Harper and Brothers publicity department to go to the Cosmopolitan Book Corporation September 1st. Her assistant, Ramona Herdman, will take her place at Harpers. Miss Raphael is one of the best known and most successful of the book publicity experts. ♦ ♦ ♦

The Children's Bookshop, New York, is operating a branch shop at Southampton this summer. ♦ ♦ ♦

Nelson Doubleday sailed for Europe, August 2nd. ♦ ♦ ♦

Marjorie Griesser is sailing on the St. Louis, August 30th, for a vacation in Paris.

# A Poet Ventures a Dollar Bookshop

Margaret McOmie

**O**N Paseo de Los Angeles, the old street leading off from Los Angeles' Plaza where still lives the fragrant spirit of old Spain, Forman Brown has started the Dobe Dollar Book Shop. It is the most intriguing spot! For it is real magic after discovering a book to one's fancy to buy smilingly without thought of having to be a cautious investor. There is "nothing over a dollar" at the Dobe shop!

"You see, I am a puppeteer with a yen for poetry," began Forman Brown when I talked with him for *Publishers' Weekly*. "Consequently, when I decided to start in the bookselling business, I had to select a book stock to fit the size of my capital.

"I had the happy thought that there are at least a thousand times as many people who can afford a dollar book as who can afford a book at two and one-half dollars. And the rather practical thought that a dollar bookshop must dispose of three or four times as many books as the higher priced shops did not worry me.

"So I stocked up the shelves in this small shop with a variety of books that I especially liked. I opened shop with about two hundred volumes that I might sell to customers for one dollar or less."

Forman Brown opened the Dobe Dollar Book Shop about four months ago. Each month to date has shown a decided increase in sales over the previous month.

"The shop more than makes expenses," continues Mr. Brown. "And it amuses me tremendously."

"Do you know people like poetry! I bought twelve copies of the Boni paper back edition of Prize Poems, because I like them. But confidentially, I expected to have them on my hands for months. Well, I had to reorder at the end of three days. Other poetry collections and single narrative poems sold almost as quickly.

"Thus encouraged I got the loose pages of my own book of poems 'Spiderkin' from the publisher and had them bound in paper. 'Spiderkin' has become my 'best seller'—fifty copies in one month."

This youthful, poet book merchant has discovered some other facts pertinent to the marketing of dollar books. Reprints of old books sell better than the new novels designed to sell for one dollar. "Young Man of Manhattan" in a dollar reprint has been the most popular of fiction titles, he says.

About one month ago Mr. Brown imported twenty-four volumes of D. H. Lawrence's writings, of which some had never been reprinted in America. The seven copies of "Mornings in Mexico" sold in two days. And he has a large waiting list for this particular volume.

"As business increases I hope to get rarer books, instead of just the regular stock of fiction and popular titles. If I can't get these more singular books for one dollar, I shall try to buy the loose pages and have them bound in cheap format.

"I have not developed any particular method of building up a clientele. I sent opening announcement-invitations to those on the mailing list we puppeteers had accumulated in one year of presenting our puppet shows in Hollywood. Now that our theater is in the rear part of this 'dobe, I have many visitors before and after the puppet presentations. I advertise in our programs."

The location of the Dobe Dollar Book Shop, on a sightseeing street, in the fore part of a Yale Puppeteer theater, may or may not have contributed to the store's extraordinary success.

"I wish some one would try this dollar shop idea in a good location of the central shopping district," declares Brown. "I believe it would pay well."



*A corner in Forman Brown's "Dobe Dollar Book Shop" on Paseo de Los Angeles, Los Angeles, California, described on the opposite page*

### Crofts Acquires Knopf Textbooks

F. S. CROFTS & CO. of New York, announces the acquisition on August 1st of the textbook department of Alfred A. Knopf, Inc. This adds one hundred and twenty titles to the Crofts' list of college and university texts, including such works as Kimball Young's "Social Psychology" and his "Source Book for Social Psychology," R. T. Bye: "Principles of Economics" and his "Applied Economics" with W. W. Hewett, Alexander Goldenweiser: "Early Civilization," Graham Wallas: "Human Nature In Politics," W. D. Wallis: "An Introduction to Sociology," J. F. Rippy: "The United States and Mexico" and his "Latin America in World Politics," and Algernon Tassin: "The Oral Study of Literature." Included also are a series of Journalism books under the editorial direction of N. A. Crawford, a notable group of texts in French, German, Spanish and Italian, and other books in Science, Literature, Philosophy, History, Government, and allied fields.

Harry Bingham of the Knopf college department has joined the Crofts' sales force and will travel among the colleges and universities in the middle west and south.

### Cooperative Advertising in England

A NATION wide use of bill posters is recommended by the National Book Council of England as a method of increasing book sales. A very thorough study of advertising plans has been made and it is proposed that this campaign be supported by a 5% contribution from the display advertising expenditures of the publishers which are estimated to exceed £250,000. Additional sums, it is believed, would be contributed by booksellers and allied trades.

A preliminary canvass of 63 publishers has indicated that 26 would be whole-hearted supporters of the idea, 18 are half-hearted but would follow the Council, 19 would give no support.



*Money back to dissatisfied readers goes with this new novel*

### Holt Guarantees a Novel

**A** NOVEL with an unqualified guarantee will be published by Henry Holt & Co., on August 22nd. Any purchaser of the novel, "Pied Piper," by Daphne Muir, who is not satisfied with the value he has received may return the book to the publisher for full refund of the purchase price. The publisher will make the refund and the bookseller will not lose the profit he has made from the sale.

The guarantee appears on a band and reads:

"So confident are the publishers of "Pied Piper" that virtually every intelligent reader will enjoy this unusual novel that they are prepared to make a sporting offer. If, after reading it, you do not feel that you have been amply repaid for the expenditure of time and money, mail the book back to the publishers and they will refund immediately the purchase price in full. This offer holds good until October 15, 1930."

If the experiment is successful with "Pied Piper" Holt novels by new and unknown authors will be issued regularly under the plan.

*Henry Holt & Company* are offering a prize of \$100.00 to be awarded to the

reader of Bernard Newman's "The Cavalry Goes Through" who succeeds in identifying the largest number of characters in the book. The book is a satire, a novel of the war as it might have been. Many of the prominent leaders, military and civil, on the Allied side during the war appear under pseudonyms. The contest starts with publication date, August 15, and will close on September 27.

### Harpers' New Building

**O** WING to the expansion of the business of Harper & Brothers, the publishers will soon occupy two buildings instead of one. A new building is being erected for them, next door to the one they now occupy in East 33rd Street. It will be of the same general style as the present building, will have the same entrance, and will be joined to it before the summer is over. The need for more office space was caused not only by the increased business of the regular trade department, but also of the educational, juvenile, business and religious departments. The acquisition of *Polo* which was published at the Harper offices beginning with the June number, also called for more space.

The first book to be published under the Harper imprint, "Seneca's Morals," in August, 1817, was issued from a dingy little room in Dover Street, in a building which has long since been torn down. In 1825, the Harper brothers were obliged to move to larger quarters in Cliff Street where their two buildings soon grew to fourteen. When the buildings were completely destroyed by fire in 1853, they were replaced by two blocks of fireproof five-story buildings (the first large fireproof structures in New York) one fronting on Cliff Street, the other on Franklin Square. These buildings were visited by Thackeray, Dickens, Mark Twain and others equally lustrous. They housed the publishing firm until the move was made in June, 1925, to the present East 33rd Street address.

This building is next door to the famous Vanderbilt Hotel and the four floors above the basement were arranged especially for publishing needs.

## Obituary Note

### RAY J. SAFFORD

RAY J. SAFFORD, who was for many years manager of The Scribner Bookstore, died suddenly at Litchfield, Conn., on Saturday, July 19th, as a result of an automobile accident. Mr. Safford was connected with the retail department of Charles Scribner's Sons for over forty years. Soon after Charles Scribner's Sons became incorporated Mr. Safford became one of the directors and continued as such until his retirement about three years ago. The only break in Mr. Safford's continuous service with Scribners was during the Spanish American War when he served on the *Yankee* in the Navy. He is survived by his wife and one daughter.

## Business Notes

BOSTON, MASS.—The Counting House, 13 T. Wharf, opened with Americana, old and new books and prints. They request catalogs from publishers whose new books may have especial American interest along antiquarian lines, as well as from dealers in Americana.

SANTA MONICA, CALIF.—The Brouserie has changed its name to Needham's Book Shop and moved to 126 Santa Monica Boulevard.

WATERVLIET, N. Y.—The Judge Shop, F. C. Morse, 624 Third Avenue, opened with fiction, children's books, textbooks, and circulating library. Initial stock \$150.

YORK, PA.—Sally's Book Shop, Sara Finkelstine, 222 South George Street, which opened recently will have a circulating library.

## Communications

### PACIFIC COAST TRANSPORTATION

July 30, 1930.

Editor, *Publishers' Weekly*:

The *P. W.* will have to move faster to keep up to me. The membership facts you gave are weeks old, for the list now includes 107 names, and that means about every firm on the Coast of any importance. I haven't yet touched the Northwest but will be up there next month.

This movement is certainly working out to the mutual advantage of the members. The ships of the Dollar Line leaving ports in the East since they were awarded this book business, have all carried carloads from New York. We missed one ship in Boston that did not have the carload, but it so happens one of the publisher members had more than a carload and when that occurs again by mutual consent we will take it over and add it to the consolidation.

We are getting lots of opposition from other steamship lines who are trying to break up the Book Consolidation and I am kept busy fighting them off. To show you how much it benefits one concern is to cite an incident that just happened. A dealer in school books went East and bought a lot that weighed 5600 lbs. He gave shipping directions WTC, but the firm shipped via another line. This just cost the dealer \$23.00 more and the money is just as good to him as the steamship company. I have an idea that the shipper in New York will follow directions another time when he gets back a bill for the difference.

HARRISON LEUSSLER, *Chairman*,  
Book Consolidation Group.

## GUTENBURG BIBLE

23 July, 1930.

Editor, *Publishers' Weekly*:

Since my return I've noticed a couple of things in the *Publishers' Weekly* which should not pass without comment.

One was an article on the increase in value of the Gutenberg Bible. Unfortunately, however, the writer of this article, Mr. Claudio, did not distinguish between paper and velum copies.

Also, in spite of the fact that *The Colophon* is now a recognized institution, and that Miss Granniss wrote a scholarly article to explain the origin and proper use of the term, the *Publishers' Weekly* continues to apply the appellation of "colophons" to printers' marks.

Don't you think it would be possible to establish and enforce a rule regarding this, and not continue to perpetuate what is generally accepted as an improper use?

ELMER ADLER.

## TARG'S FIRST EDITION'S BOOK

808 N. Clark Street,  
Chicago, Illinois,  
July 21, 1930.

Editor, *Publishers' Weekly*:

I have noted the review of my book, *American First Editions and Their Prices*, in your July 19th issue, and hereby desire to extend my thanks to Messrs. Papantonio and Randall for having pointed out several errors that appeared in my text. Naturally, I am fully aware of the fallibility of bibliographers, and I certainly did not presume to have achieved the faultless bibliography. But since it is my wish to correct all errors that occurred, I am grateful for any authentic information that is brought to my attention. I am willing to accept all corrections, and do not choose to resent the hyper-critical attitude of my fellow-bookmen.

In a few days I will have ready a printed errata slip containing corrections for the work; and those dealers and collectors who ordered copies of the book will receive these slips for insertion. I wish here to thank all those dealers and collectors who have written me regarding the work, and trust that with these corrections, the book will prove of real service. Incidentally, the book, limited to 500 copies, is now out of print. I am grateful to the trade for its kindly reception.

WILLIAM TARG.

## THE SURPRISE PACKET AGAIN

E. P. Dutton & Co., Inc.  
286-302 Fourth Avenue,

New York, N. Y., July 29, 1930

Editor, *Publishers' Weekly*:

In the *Publishers' Weekly* of July 26 you have a communication from John L. Rogers of Rogers, Hinman & Thalen, Inc.

I cannot help but feel that this letter is very misleading to booksellers. Surely the *Publishers' Weekly* is intended to be of assistance to booksellers, and it does seem as though a letter of this kind is apt to be harmful to many people.

We were one of the publishers approached to use the direct-mail packet, which Mr. Meyers of the American Booksellers' Association objected to and which Mr. Rogers discusses in his letter. We refused to go into this form of advertis-

*The Publishers' Weekly*

ing for the very reasons outlined by Mr. Meyers.

In attempting to sell us this idea, we were told how many good book customers this packet was going to, and we were naturally given some idea where these names had been obtained and what direct returns might be expected for the individual publishers.

There was absolutely no question of any attempt to help the booksellers through this form of advertising. It was intended to sell the books direct and we were urged to go into it for that reason.

Having some time ago decided upon a policy of making every effort to sell our books only through the bookstores and to try and not compete with them in any way, we refused to go into this scheme for that reason alone.

At the present time all of our own circulars which are being mailed out carry the following wording just above the order form: "These books can be obtained at all bookstores. If there is no bookstore where you live or if your bookstore cannot supply you with these books, you can obtain them from the publisher."

While there were twenty publishers who used this scheme, there were other publishers, like ourselves, who refused to go into it. Their reasons for not going in I naturally do not know. I can only give our own reason.

As far as I know, no one has suggested the possibility of booksellers boycotting the publishers who did use this packet. Mr. Rogers, however, raises this point in the next to the last paragraph in his letter, in which he says: "If the booksellers were to boycott the publishers who use our packet they would not have any books to sell."

This is a statement I object to very strenuously in this letter, and a statement which anyone with any common sense would realize is not true. There are always plenty of books for the booksellers to sell, and in this instance the twenty publishers who used the packet do not by any means control all the books published.

If you have no objections to doing so, I should appreciate it if you would print this letter in the next issue of the *Publishers' Weekly*.

JOHN MACRAE, JR.  
Vice-President.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

THOUGH this Weekly Record has shrunk with the summer heat, there are already over a hundred volumes, here in its office, publications of next week, which promise to make August sixteenth the big day of late summer publishing.

Juveniles are in the majority of those books of this week in which the bookseller will be specially interested. "Turn Again Lane" is a dainty book of stories and verses for very young people, charmingly illustrated by its author, Gwendolyn Mary Evans. Baby animals have a universal attraction. Informative stories about them by Talbot are contained in a volume illustrated with line and full-page color drawings. "Mügel the Giant," by Gärtner, is a picture fairy story imported from Germany. Lobagola, the native African, who recently published his remarkable autobiography, has collected African folktales that he remembers, as a boy, hearing told about the camp-fires of the bush, in an attractive book illustrated by Erick Berry. Other stories for the younger children are "Oh Dear Dear!" by Frankau, "The Good Fairy" by Stewart and "The Lavender Garden" by Edmondson.

For older girls is the story of a girl's winter spent alone on a Maine Island, based on the author's actual experiences, and woven into an interesting plot. See Lesher. "When I Was a Girl" contains the stories of five famous women, Ernestine Schumann-Heink, Etsu Sugimoto, Jane Addams, Janet Scudder, and Marie Curie, written by themselves, and collected by Helen Ferris. Mary Gould Davis, who is

supervisor of story-telling of the New York Public Library, has made a collection of stories for children and those who tell stories to them, called "A Baker's Dozen."

There are two notable biographies published this week, both of which should attract attention and bring orders to the bookstore. They are Catherine Young's story of Madame Roland, whose own memoirs are a standard source of French Revolutionary material, and the life of another outstanding figure of the same period, Joseph Fouché," by Stefan Zweig. "The Santa Fe Trail" by Duffus is an important contribution to American history.

The new Bonibooks, a series of reprints to be sold at 50 cents, bound in paper, with attractive cover designs, appeared this week. See Colette, Hamilton, Russell, Mussolini, Morand, Chase, Harris and Waugh. The first volumes in the new Bridgman Art Library are also ready. Each of these small volumes outlines the work and life of one of the great masters. They are illustrated. See Mollett, Clement, Richter, Scott, Quilter, Cundall and Heath. A cheaper edition of Carl Sandburg's "The American Songbag" is very welcome. "Modern Roses" by McFarland describes in uniform terms over twenty-five hundred varieties of roses, a reliable guide for the garden-grower or commercial nurseryman. Another compilation, a volume of one-act plays in the repertoire of the Writers' Club of Hollywood, California, is edited by Kenyon Nicholson.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.) D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq. obl., nar., designate square, oblong, narrow.

# The Weekly Record of August 9th, 1930

## Appleby, Anna

The seeker [fiction]. 171p. D [c. '30] Bost., Christopher Pub. House \$2

## Armstrong, Anne W.

This day and time. 269p. D c. N. Y., Knopf \$2.50

A story of a valiant life. When Ivy Ingoldsby's husband vanished over the ridge of a Tennessee mountain, she was left to care for herself, her home, and her young son as best she might.

## Bacon, Francis, viscount St. Albans

Bacon's essays; ed. by Guy Montgomery. 196p. D (Modern readers' ser.) c. N. Y., Macmillan 80c.; half lea. \$1.25

## Barker, Mrs. Elsa

The Redman Cave murder. 284p. diags. D [c. '30] N. Y., Sears \$2

That the body of the murdered man found in Redman's Cave was not easily identified heightened the mystery.

## Batson, Harold E., comp.

A select bibliography of modern economic theory, 1870-1929; introd. by Lionel Robbins. 236p. O '30 N. Y., Dutton \$2.50

## Beith, John Hay [Ian Hay, Junior sub, pseud.], and Wodehouse, Pelham Grenville

Baa, baa, black sheep; a farcical comedy in three acts. 80p. front., diagr. O (French's acting ed., no. 2022) c. '30 N. Y., S. French pap. 75c.

A damsel in distress; a comedy of youth, love and adventure in three acts. 89p. il. O (French's acting ed., no. 1281) c. '30 N. Y., S. French pap. 75c.

## Beust, Nora, comp.

Graded list of books for children. 149p. O '30 Chic., Amer. Lib. Ass'n \$2

This list of books for general reading has been prepared to aid the teacher and librarian.

## Bird, Frederick L., and Ryan, Frances M.

Public ownership on trial; a study of municipal light and power in California. 204p. (bibl. footnotes) S c. N. Y., New Republic pap. 75c.

## Brighouse, Harold

Safe amongst the pigs; a comedy in three acts. 60p. diagr. O (French's acting ed., no. 473) c. '30 N. Y., S. French pap. 75c.

## Burrows, Charles N.

Criminal statistics in Iowa. 112p. (bibl.) diags. O (Studies in soc. sciences, v. 9, no. 2) '30 Ia. City, Ia., Univ. of Ia. pap. \$1

## Carpenter, Niles

Hospital service for patients of moderate means; a study of certain American hospitals. 105p. (bibl.) diags. O (Pub'n no. 4) '30 Wash., D. C., Committee on Cost of Medical Care, 910-17th St., N.W. pap., apply

## Clevenger, Joseph R., ed.

Practice manual of New York; 8th ed. 2036p. O '30 Albany, N. Y., M. Bender fab. \$12

## Broglie, Louis, prince de

An introduction to the study of wave mechanics; tr. by H. T. Flint. 255p. diags. O [n. d.] N. Y., Dutton \$4.25  
By the winner of the Nobel prize for physics for 1929.

## Buchanan, Estelle Denis Fogel [Mrs. Robert Earle Buchanan], and Buchanan, Robert Earle

Bacteriology; for students in general and household science; 3rd ed. 548p. il., diags. D '30, c. '13-'30 N. Y., Macmillan \$3

## Bundy, Walter Ernest

Jesus prays. 121p. (bibl. footnotes) D [c. '28-'30] Ind., Bobbs-Merrill \$1.50  
Selected passages on prayer from the author's two previous books, "The Religion of Jesus" and "Our Recovery of Jesus."

## Burgum, Edwin Berry, ed.

The new criticism. 357p. (bibl.) D '30 N. Y., Prentice-Hall \$2.50

## Burtis, Thomson

Rex Lee, rough rider of the air. 224p. front. D (Rex Lee ser.) [c. '30] N. Y., Grosset 50c.

## Burton, Sir Richard Francis

The Kasidah of Hâjî Abdû El-Yezdî. 128p. nar. S [n. d.] Chic., Reilly & Lee bds. \$1

## Chase, Stuart

Prosperity; fact or myth. 188p. D (Bonib'ks) '30, c. '29 N. Y., Boni pap. 50c.

The first of a new series of paper-bound reprints issued at a popular price. Several others in the series are also listed this week.

## Clare, Eva

Musical appreciation and the Studio Club; new ed. 241p. (15p. bibl.) D '30, c. '24, '30 N. Y., Longmans \$2.50

## Clark, Horace F.

Appraising the home. 380p. (bibl.) il. O '30 N. Y., Prentice-Hall \$6

## Clement, Charles

Michelangelo-Buonarroti. 126p. (bibl.) il. D (Bridgman art lib. of great artists) [n. d.] Pelham, N. Y., Bridgman \$1

One of the first volumes in a series on the life and work of great artists. See also Cundall, Heath, Richter, Mollett, Scott, and Quilter

## Coleman, Emily Holmes

The shutter of snow. 245p. D c. N. Y., Viking bds. \$2.50

The record of a woman's life in a hospital for the insane, where she spent two months following the birth of her child.

## Codd, Clara M.

Theosophy for little children. 45p. S [c. '30] Wheaton, Ill., Theosophical Press pap. 25c.

## College and reference library yearbook; number 2.

154p. diags. O '30 Chic., Amer. Lib. Ass'n pap. \$2

## Committee on Library Work with Children, comp.

Children's library yearbook; number 2. 94p. il. O '30 Chic., Amer. Lib. Ass'n pap. \$1.35

## Crawford, F. G.

The administration of the gasoline tax in the United States; rev. ed. 35p. O (Pub'n no. 15) '30 N. Y., Municipal Administration Service pap. 35c.

**Colette, pseud. [Mme. Gabrielle Claudine Collette de Jovenal]**  
Chéri. 227p. D (Bonib'ks) '30, c. '29 N. Y., Boni pap. 50 c.

**Cundall, Joseph**  
Hans Holbein; from "Holbein und seine Zeit" by Dr. Alfred Woltmann. 127p. il. (Bridgman art lib. of great artists) [n.d.] Pelham, N. Y. Bridgman \$1

**Davies, John P.**  
An insured investment. 226p. (2p. bibl.) diagrs. D (Internat'l life underwriters lib.) c. N. Y., F. S. Crofts \$2.25  
A discussion of the value of life insurance contracts as an ideal investment.

**Davis, Mary Gould, comp.**  
A bakers dozen; thirteen stories to tell and to read aloud. 222p. il. D [c. '30] N. Y., Harcourt \$2  
Stories by Charles J. Finger, Laurence Housman, Carl Sandburg, Parker Fillmore and others, which are particularly suited to tell to children; collected by the Supervisor of Story-Telling of the New York Public Library.

**Dawson, Elmer A.**  
The pick-up nine, or, The Chester boys on the diamond. 270p. il. D (Buck and Larry baseball stories) [c. '30] N. Y., Grosset 50 c.

**Dehey, Elinor Tong**  
Religious orders of women in the United States; Catholic; rev. ed. 940p. il. O '30 Hammond, Ind., Author, c/o W. B. Conkey Co. \$6; \$10

**Denny, Ernest**  
Lazy-bones gets busy; a comedy in three acts. 124p. diagrs. D (French's standard lib. ed.) c. '29, '30 N. Y., S. French pap. 75 c.

**Devanny, Jean**  
Bushman Burke. 320p. D [c. '30] N. Y., Macaulay \$2  
A man from the Australian bush marries a sophisticated girl, who tries to accustom him to the social life of a New Zealand city.

**Drury, Francis Keese Wynkoop**  
Book selection. 383p. (bibls., bibl. footnotes) D (Lib. curriculum studies) c. Chic., Amer. Lib. Ass'n \$2.75  
A textbook on choosing books for a library.

Order work for libraries. 272p. (bibls., bibl. footnotes) D (Lib. curriculum studies) c. Chic., Amer. Lib. Ass'n \$2.25  
A study of the acquisition of books, for a library, prior to cataloging, but after selection has been made.

**Duffus, Robert Luther**  
The Santa Fe Trail. 294p. (3p. bibl.) il. map O c. N. Y., Longmans \$5  
The history of a romantic epoch of America, from the time when the first adventurers and traders headed from Kansas toward Santa Fe.

**Decker, George C.**  
Bows and arrows for boys. 48p. (bibl.) il. O [c. '30] Milwaukee, Bruce Pub. Co. apply

**Diederichs, Herman, and Andrae, William C.**  
Experimental mechanical engineering; v. 1, Engineering instruments. 1082p. O '30 N. Y., Wiley \$8

**Elliott, Charlotte**  
Manual of bacterial plant pathogens. 358p. O '30 Balt., Williams & Wilkins \$5

**Edmondson, Norah Mary**  
The lavender garden, and other stories; foreword by Beatrix Potter. 169p. il. (pt. col.) D ['30] N. Y., Warne \$2.50  
For children.

**Edwards, Leo**  
Jerry Todd, editor-in-chief. 270p. il. D (Jerry Todd ser.) [c. '30] N. Y., Grosset 50 c.

**Evans, Gwendolen Mary**  
Turn Again Lane; il. by the author. 63p. il. (pt. col.) O ['30] N. Y., Warne bds. \$2  
Stories and verses for small children.

**Ferris, Helen Josephine [Mrs. Albert B. Tibbets], comp.**  
When I was a girl; the stories of five famous women as told by themselves. 301p. il. O c. N. Y., Macmillan \$2.50  
Ernestine Schumann-Heink, Etsu Sugimoto, Jane Addams, Janet Scudder and Marie Curie tell of their younger days and how they started the careers which made them famous. A book for older girls.

**Fitzhugh, Percy Keese**  
Pee-Wee Harris turns detective. 208p. il. D (Pee-Wee Harris b'ks) [c. '30] N. Y., Grosset 50 c.

**Fleissner, Otto Siegfried, and Mentz-Fleissner, Else**  
Deutschland; von Heute und Gestern; ein Lesebuch der deutschen Volkskunde. 291p. il., map (col.) D c. N. Y., F. S. Crofts \$1.75  
A reader on present-day Germany for students possessing an elementary knowledge of the language.

**Flitcroft, John E.**  
Outline studies in American literature. 197p. D '30 N. Y., Prentice-Hall \$1.50

**Forsythia.** 106p. il. O c. Bost. [Badger] \$2  
Verse in memory of the author's wife.

**Frankau, Ronald**  
"Oh, dear, dear!" 118p. il. (col. front.) D ['30] N. Y., Warne \$1.50  
Poems and stories for children.

**Franklyn, Irwin R.**  
Take-off! 282p. D [c. '30] Ind., Bobbs-Merrill \$2  
A novel of commercial aviation, with Don Mercer, inventor of a new type of airplane motor, in love with Beth Whyte, daughter of an airplane manufacturer.

**Gärtner, Paul**  
Mügel the giant; tr. by Whittaker Chambers; il. by Rolf Winkler. 29p. il. (col.) obl. Q '30 N. Y., Longmans \$2  
A fairy tale with full-page illustrations in color.

**Garwood, Irving**  
Heath manual of the literature of England; based upon the text of Heath readings in the literature of England. 265p. O [c. '30] Bost., Heath \$1.48  
Intended for the sophomore survey course.

**Fortier, Samuel**  
Irrigation practices in growing alfalfa. 28p. il. diagrs. O (U. S. Dept. of Agri., farmers' bull. no. 1630) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

**Gehrken, Karl Wilson**  
Twenty lessons in conducting. 63p. il. diagrs. S (Pocket music student) [c. '30] Bost., O. Ditson pap. 60 c.

**Gipson, Alice Edna**

Silence. 214p. front. D c. Caldwell, Idaho, Caxton Printers \$2.50  
A novel of pioneer life in southern Idaho.

**Gray, Randal Lockhart, comp.**

Wit, wisdom and eloquence; 4th ed., rev. and enl. 443p. il. D '30, c. '27, '30 Atlanta, Ga., Harrison Co. \$6

**Hale, William Jay**

A laboratory manual of general chemistry; rev. by William G. Smeaton; rev. ed. 540p. diagrs. D '30 c. '17, '30 N. Y., Macmillan \$2.50

**Hamilton, Gilbert Van Tassel, and MacGowan, Kenneth**

What is wrong with marriage. 340p. diagrs. D (Bonib'ks) '30, c. '29 N. Y., Boni pap. 50 c.

**Harris, Frank**

My reminiscences as a cowboy. 217p. il. D (Bonib'ks) c. N. Y., Boni pap. 50 c.

**Hearnshaw, Fossey John Cobb, ed.**

The social and political ideas of some great French thinkers of the age of reason. 251p. (bibls.) O '30 N. Y., F. S. Crofts \$3.50

A series of lectures on the social and political ideas of Bossuet, Fénelon, Montesquieu, Voltaire, Rousseau and other 18th century French thinkers.

**Heath, Richard Ford**

Albrecht Dürer, 1471-1528. 123p. (bibl.) il. D (Bridgman art lib. of great artists) [n. d.] Pelham, N. Y., Bridgman \$1

Titian. 110p. (bibl.) il., map D (Bridgman art lib. of great artists) [n. d.] Pelham, N. Y., Bridgman \$1

**Held, John, jr.**

Outlines of sport [lim. signed ed.]. 12p. il. Q c. '30 [N. Y.] Duttons, Inc. \$35, portfolio

**Hettich, Ernest L., and Maitland, A. G. C.**

Latin fundamentals. 319p. il. D '30 N. Y., Prentice-Hall \$2.25

**Heyliger, William**

Bill Darrow's victory. 208p. il. D (Buddy b'ks) [c. '30] N. Y., Grosset 50 c.

Jerry Hicks, explorer. 208p. il. D (Jerry Hicks ser.) [c. '30] N. Y., Grosset 50 c.

**Hickman, Cleveland Pendleton**

Laboratory manual in college physiology. 130p. D c. N. Y., Macmillan \$1.10

**Holmes, W. Gerald**

Plant location. 275p. il. O (McGraw-Hill industrial management ser.) '30 N. Y., McGraw-Hill \$3

**Hope, Laura Lee**

The Blythe girls: Margy's mysterious visitor, or, Guarding the Pepper fortune. 224p. il. D (Blythe girls b'ks) [c. '30] N. Y., Grosset 50 c.

**Greene, George Gould**

Simple lessons in pen-and-ink rendering. 16p. Q [c. '30] Milwaukee, Bruce Pub. Co. apply

**Hackney, Norman**

The quantitative analysis of inorganic materials. 393p. il. O '30 Phil., Lippincott \$12

**Hall, Ray**

The balance of international payments of the United States in 1929. 81p. O (Trade information bull. no. 698) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 10 c.

Bunny Brown and his sister Sue at Sky Top. 256p. il. D (Bunny Brown ser.) [c. '30] N. Y., Grosset 50 c.

The outdoor girls on a canoe trip, or, The secret of the brown mill. 224p. il. D (Outdoor girls ser.) [c. '30] N. Y., Grosset 50 c.

Six little Bunkers at Lighthouse Nell's. 256p. il. D (Six little Bunkers ser.) [c. '30] N. Y., Grosset 50 c.

**Iliff, Roy Milton**

In the red; a novel. 327p. D c. N. Y., Stokes \$2.50

The story of an American boy who is thwarted at every turn by ruthless mother love.

**James, George Wharton**

A little journey to New Mexico and Arizona; rev. ed. 269p. il. D (Lib. of travel) '30 Chic., A. Flanagan 76 c.

**Jenison, Madge**

Sunwise Turn; a human comedy of book-selling; new and rev. ed. 162p. D [c. '23] N. Y., Dutton \$2

**Jones, E. Alfred**

The Loyalists of Massachusetts; their memorials, petitions and claims. 341p. il. (pors.) O '30 Bost., C. E. Goodspeed & Co. \$15

**Judges, A. V., ed.**

The Elizabethan underworld. 607p. (bibl. notes, bibl. footnotes) il. O '30 N. Y., Dutton \$6.50

"A collection of Tudor and early Stuart tracts and ballads telling of the lives and misdoings of vagabonds, thieves, rogues and cozeners, and giving some account of the operation of the criminal law."

**Keene, Carolyn**

The bungalow mystery. 208p. il. D (Nancy Drew mystery stories) [c. '30] N. Y., Grosset 50 c.

The hidden staircase. 224p. il. D (Nancy Drew mystery stories) [c. '30] N. Y., Grosset 50 c.

The secret of the old clock. 224p. il. D (Nancy Drew mystery stories) [c. '30] N. Y., Grosset 50 c.

**Kift, Robert**

The retail flower shop. 339p. il. O c. N. Y., A. T. De La Mare fab. \$3.50

An informative book on the modern business methods for a successful retail flower shop.

**King, Willford Isbell, and Epstein, Lillian**

The national income and its purchasing power. 394p. diagrs. O (Pub'n, no. 15) '30 N. Y., Nat'l Bur. of Economic Research, 51 Madison Ave. \$5

**Havlicek, Karel**

The conversion of St. Vladimir; a legend from early Russian history; tr. by Ernst Altschul. 70p. il. O c. [Cleveland Heights, O., Translator, 2544 Overlook Rd.] pap. \$1

How to become a radio amateur. 20p. il. diagrs. Q [c. '30] Hartford, Conn., Amer. Radio Relay League apply

**Hrdlicka, Ales**

The skeletal remains of early man. 389p. (bibls.) il. maps. diagrs. O (Smithsonian misc. coll., v. 83) '30 Wash., D. C., Smithsonian Inst. pap. apply

**Kingsley, Florence M.**  
Titus; a comrade of the Cross; a tale of the Christ for the Christmastide; rev. ed. 96p. il. sq. O '30, c. '97. Milwaukee, Caspar, Krueger Dory Co. 75 c.

**Kirchwей, Freda, ed.**  
Our changing morality; a symposium. 258p. D (Bonib'ks) '30, c. '24 N. Y., Boni pap. 50 c.

**Knott, Harold Elkin, D.D.**  
How to prepare an expository sermon. 138p. D [c. '30] Cin., Standard Pub. Co. \$1

**Lesher, Shirley Berton**  
A barrel of clams. 232p. il. D [c. '30] N. Y., Harcourt \$2  
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Teaching values in new type history tests. Michell, E. \$1.80	World B'k.	
Third-year Latin composition. Scudder, J. W. \$1.20	Allyn & Bacon	
This day and time. Armstrong, A. W. \$2.50		
Titian. Heath, R. F. \$1		
Titus. Kingsley, F. M. 75c.	Caspar, Krueger, Dory Co.	
Turn Again Lane. Evans, G. M. \$2	Warne	
Twelve years in the Catholic Church. Stoddard, J. L. \$3		P. J. Kenedy
What is wrong with marriage. Hamilton, G. V. 50c.		Boni
When I was a girl. Ferris, H. J. \$2.50		Macmillan
Wit, wisdom and eloquence. Gray, R. L. \$6		Harrison Co.
Writing for profit. Wilhelm, D. \$3		McGraw-Hill

## Old and Rare Books

Frederick M. Hopkins

CHARLES F. HEARTMAN, of Metuchen, N. J., has furnished us with a summary of the business of the season which has just come to an end. He has held thirteen sales of Americana which brought a total of \$107,350.35. This is exclusive of American furniture and paintings. Every sale was a single session sale, and the average would come to about \$8,400. Mr. Heartman says: "One fine sale of expensive Americana, and another important collection of historical autographs, I have instructed the owners to hold over. Since in each case no distress selling was contemplated or necessary, I thought it best to advise the owners to postpone these sales until next season. In the meantime, other material has been in the offing, which makes me feel reasonably sure that next season will be the best Americana season I have ever had. Incidentally, it is my opinion that the beginning of next year will see most depression removed and prices will resume their upward trend."

THE current catalog of Bernard Quaritch, Ltd., of London, just issued, contains much material of special interest to

the collector along popular lines. It is the usual small quarto in size, contains 1,386 lots, and a supplement of sixteen pages of "new and recent publication." The rare and valuable books include association books, comprising selections from the library of the late R. W. Barrett Browning, consisting chiefly of books associated with his parents, Robert and Elizabeth Barrett Browning; bookbindings and books relating to the art publications of the Continental presses of the 16th, 17th and 18th centuries; bibliography, classics, English history and literature; Oriental history and literature, and sports. Among the books more or less rare under the classification of English literature are the first issue of the first edition of Dickens's "A Christmas Carol," 1844, £280; Coleridge's "Poems on Various Subjects," 1796, £95; Fielding's "Tom Jones," 1749, £425; Fitzgerald's translation of the "Rubâiyât of Omar Khayyâm," 1859, levant morocco, first edition, £1,200; Galsworthy's "Villa Rubein," 1900, first edition, £95; Gray's "Odes," 1757, £110; Boswell's "Life of Samuel Johnson, 2 vols., 1791, £210; Kipling's "Schoolboy Lyrics," Lahore, 1881, £750; and the original man-

uscript of Bulwer Lytton's "Eugene Aram," 962 pp., 4to, half crimson morocco, £1,400.

**A** BIBLIOGRAPHY of American travel, originally begun by Dr. Max Ferrand, is now being completed by the American Historical Association headed by Professor Solon J. Buck of the University of Minnesota. The bibliography is planned to cover all works of travel or description relating to Continental United States from 1600 to 1900, except such as treat primarily of physical conditions or of a single locality. The original work on the task was performed for several years by Dr. Ferrand, and then was taken over by Dr. Bernard C. Steiner, librarian of the Enoch Scott Free Library in Baltimore. It was interrupted during the war. It is estimated that the completed work will contain over 6,000 items and will require 900 quarto pages in double column.

**T**HE sum of about \$20,000, or \$2,500 a leaf was recently paid by Dr. A. S. W. Rosenbach in London for the rare pamphlet, "News from Virginia," published in London in 1610, three years after the settlement of Virginia. Only four other copies are known to bibliographers, one being in the British Museum which brought £63 in 1860. This is described as one of the accounts written by the sailor-journalist on which Shakespeare drew for scenes in "The Tempest." Another extremely rare book bought by Dr. Rosenbach was an unrecorded quarto, dated 1623, of Ben Jonson's Masque, "Time vindicated to himself and to his honores," for which he paid \$2,500. It is known to authorities only by its inclusion in Jonson's folio published seventy years later.

**T**HE fact that George Washington changed his signature and altered materially his handwriting before he was twenty years of age was generally known to collectors of autographs. Judge Edward Ambler Armstrong, of Princeton, who owns one of the largest private collections of Washingtoniana, including 130 autograph letters written by Washington, has noted the interesting change which Washington made in his chirography in

the year 1750, by the comparison of two surveys, one made in March and the other of October of that year. This places the change in his handwriting more definitely than appears to have been done before, and the evidence seems to be conclusive.

**A** COMPREHENSIVE check list of forty modern British authors has just been published by Greenberg in a limited edition of 1,050 copies, based upon a collection made by B. D. Cutler and Villa Stiles. Among other features is the inclusion for the first time of a bibliographic listing of A. A. Milne, many editions of Kipling hitherto undescribed, and several editions of Conan Doyle not generally known. The book will be reviewed for next week's Rare Book Department.

### Catalogs Received

A choice selection of miscellaneous books covering a wide range of titles and subjects. (No. 6; Items 226.) Schmalzried Book Shop, 911 Main Street, Dallas, Texas.

American travel, American and British fiction, etc. (Items 115.) Crist Book Shop, 381 Wabash St., St. Paul, Minn.

Americana. (No. 70; Items 2068.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Americana, curious books, art, bindings, fine printing, etc. (No. 19.) Sright Howes, 1144 South Michigan Ave., Chicago, Ill.

Autographs. (No. 210; Items 750.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Books on hunting, horsemanship, deer stalking, shooting, angling, cricket, golf, big game, etc. (No. 527; Items 716.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

Domestic science, including cookery, dressmaking, beauty culture, etc. (Catalog of Dept. No. 4.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W.C.2, England.

Fine bindings, fine printing, etc. (No. 68; Items 593.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

Miscellaneous and odd books, presidential autographs, American first editions, presentation and autographed books, limited editions, etc. (No. 121; Items 175.) E. S. White Rare Book Co., 544 West Flagler St., Miami, Florida.

Miscellaneous books. (No. 68 and 69.) Low's Bookstalls, 39-50 New Market Gallery, Aberdeen, Scotland.

Modern first editions, art, architecture, collecting, fine illustrated books, etc. (Items 847.) Roy V. Sowers, 1005 East Green St., Pasadena, Cal.

Railways, books, maps and pamphlets, from 1791 to 1930. (No. 87; Items 594.) Grafton & Co., Coptic House, 51 Great Russell St., London, W.C.1, England.

Modern first editions. (No. 1; Items 36.) Paul von Ahnen, Sunnyvale, Cal.

Modern first editions. (No. 221.) James F. Drake, 14 West 40th St., New York City.

Second-hand books recently purchased from private libraries. W. Heffer and Sons Ltd., 3 and 4, Petty Cury, Cambridge, England.

Theology, religion, the Bible, Church History, etc. (Catalog of Dept. No. 11.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England

Travel and topography, second-hand and new books. (Dept. No. 16.) W. & G. Foyle, Ltd., 119 to 125 Charing Cross Road, London, W. C. 2, England.

Zoologie. (No. 130.) Hermann et Cie, 6, Rue de la Sorbonne, Paris, France.

# The Weekly Book Exchange

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Bookplates, a collection of.  
Hippocrates. Writings, any language; also books or pamphlets about him; portraits and busts.

J. A. ALLEN & Co., 16, GRENVILLE ST., LONDON, W.C.1, ENGLAND

Lawrence, D. H. Psycho-analysis of the Unconscious, 1st ed.; Sea and Sardinia, 1st ed.; Fantasie of the Unconscious, 1st ed.; Birds, Beasts and Flowers, 1st ed.; Women in Love, 1st ed.

Clifford. Prisoners of the Forest. 1st ed.

Jeffries. Roar of the Crowd. Any ed.

Trimalchio's Dinner. Peck. 1898.

Chicago, Burlington & Quincy Railroad Reports. 1854, 55, 56, 57, 58, 61, 68.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER. Italy and Her Invaders. 9 vols. Pub. Hodgkin.

ANSON JONES PRESS, P.O. Box 434, HOUSTON, TEXAS (CASH)

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Powys. Wood and Stone. 1st ed.

Finger, Charles. Choice of the Crowd. Poems.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.  
Dods. The City of God. 2 vols. T. & T. Clark.

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AUDITORIUM BK. STORE, 1018 15TH, DENVER, CO.  
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Hudson. America's Role in the League of Nations. 1929.

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Journal of American Oriental Soc. Vol. 39, pt. 5; Vol. 41, pt. 1; Vol. 42, pts. 1, 2; Vol. 43, pt. 1.

Proceedings of American Inst. of Electrical Engineers. Vol. 30 up to vol. 38—1911 to 1919.

Journal of American Inst. of Electric Engineers. 1920 to 1924 incl.

Bulletin of American Mathematical Soc. Vol. 34, no. 1.

American Journal of Mathematics. Vol. 50, no. 1.

Mineral Industry. Vol. 25, 1916, and vol. 26, 1917.

Official Gazette of U. S. Patent Office. Vol. 259, 1919, nos. 3, 4; 261, no. 5; 263, no. 1; 264, no. 1; 265, complete; 266, no. 1.

Gas Age Record. Vol. 53, 1924, nos. 22, 23, 24, 25, 26.

G. A. BAKER & Co., 247 PARK AVE., NEW YORK  
Mass. Hist. Soc. Collections. Series 2, vol. 8;

Series 1, vol. 1

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Morton. New English Canaan. Force's repr.

Winslow. Good News from New England. repr.

Mather. Relation of the Troubles in New England. repr.

Williamson. History of Maine. 2 vols. 1832 or 1839.

Peters. History of Conn. 1877.

Smith. History of New Jersey. 1890.

Scot. A Model of Govt. of East N. J. 1875.

Proud. History of Pennsylvania. 2 vols.

Beverley. History of Virginia. 1855 repr.

Filson. Kentucky. Any reprint.

Georgia Hist. Soc. Collections. Vol. 1.

Romans. Florida. Fla. Hist. Soc. repr.

Shakespeare. Romeo & Juliet. Large paper.

Cambridge ed. Macmillan.

Kipling. Works. Outward Bound ed. Vols. 25-32 or any odd vols.

Henry. Cabbages and Kings. 1904. Binding copy; Rolling Stones. 1912. Binding copy.

Entick. General History of the Late War. Vol. 5 only. 1764.

Parkman. Oregon Trail. 1849. Binding copy.

Bacon. Works. Ed. Spedding, Ellis & Heath.

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Oxford English Dictionary. Vol. 6. Matter-

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 Lawrence, Capt. James. Biography of. New  
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 3 Supplementary vols., pub. about 1926 to Ency-  
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BARNES & NOBLE, 76 5TH AVE., NEW YORK  
 Carey. New Nerves for Old. Little, Brown.  
 Swift. Hist. Pub. Permanent Common Sch.  
 Funds in U. S. 1795-1905. Holt.  
 Hill & Eckman. Starvation Treatment (Allen)  
 for Diabetes. Pub. by Leonard, Boston.  
 Blackmore. The Riddle of Hamlet. Stratford.  
 Susannah Wesley's Journals.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON  
 Hemingway. Men Without Women; Sun Also  
 Rises; Torrents of Spring. Ltd. signed eds.  
 Jowett. Dialogues of Plato. Vol. IV. N. Y.  
 Macmillan. 3d ed. 1892. Brown clo.

BEAUMONT'S BK. SHOP, 1108 CHESTNUT ST.,  
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 Political Idea of Amer. Revolution. R. G. Adams.  
 Life of J. A. Andrews. Pearson. 2 vols.  
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 Poems. Dickinson. 1890.  
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 Industrial Revolution. Beard.  
 The World Without. Geddes.  
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 Concord Days. Alcott Bronson.

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 Dana. Two Years Before the Mast. Black cloth. 1840.  
 Cooper. Gleanings in Europe. Italy. 1st ed.  
 Tales for Fifteen, or, Imagination and Heart. Jane Morgan. N. Y. 1822.  
 Please quote any American Poetry or Fiction issued before 1820, and 1st eds. of eminent American writers of later periods.

**CASANOVA, 585 DOWNER AVE., MILWAUKEE, WIS.**  
 Abdullah, A. Shackled.  
 Huneker, J. Development of Piano Music; The Steinway Collection; Mezzotints in Modern Music; Chopin, the Man and His Music; Joseph Conrad (A. A. Knopf). Pan (in Tales, 1905). 1st eds.

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 Inwards. Weatherlore.

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 Bandelier, F. On the Art of War and Mode of Warfare of the Ancient Mexicans. Cambridge. 1877.  
 Adams. A Cycle of Adams Letters.  
 Callender, E. B. Thad. Stevens. Boston. 1882.  
 Boutwell, G. F. Reminiscences of 60 Years in Public Affairs. 2 vols.  
 Milner, D. C. Lincoln and Liquor.  
 Chapman, Ervin. Latest Light on Abraham Lincoln.  
 Halle, R. J. Lincoln and the Liquor Question.  
 White, C. Lincoln and Prohibition.  
 Supplement to the 11th Britannica. 3 vols.  
 Handy vol. Crushed levant. Green.

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 William Faulkner. 1st eds.  
 Kenneth Grahame. *The Wind in the Willows.*  
 Illus. by Paul Branson. Scribner. 1913.

**CENTRAL BK. CO., 93 NASSAU ST., NEW YORK**  
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 Carter. *Tomb of Tut-Ankh-Amen.* Vol. 2 only.  
 Cooper. *American Naval Officers.*  
 Davenport. *Quest of the Arabian Horse.*  
 DeVinne. *Invention of Printing.* 1876.  
 Directory of Directors of N. Y. 1912-13-14.  
 Dobson. *Horace Walpole.* L. P. ed. 1890.  
 Donaghue. *Just My Story.*  
 Eckel. 1st eds. of Dickens.  
 Episcopal Church and the Confederacy.  
 Feuchtersleben. *Dietetics of the Mind.*  
 Ford. *Theory and Practice of Archery.* Long-  
 mans.  
 Glenroy. *Ins and Outs of Circus Life.*  
 Halford. *Dry Fly Entomology.*  
 Hunt. *Old Court Suburb.* 2 vols. Freemantle.  
 1902.  
 Hurlbut. *Chicago Antiquities.*  
 Knight. *The Cruise of the Alerte.*  
 Lakeside Classics. 1904-6-7-9-26.  
 Mitchell. *The Madeira Party.* 1st ed. 1895.  
 Ricardo, D. Works. Ed. by McCulloch.  
 Tallentyre. *Life of Voltaire.* 2 vols.  
 Wilstach. *Potomac River Landings.*

**W. G. CHAPMAN, 330 S. WELLS ST., CHICAGO**  
 Zona Gale. *Neighborhood Stories.*  
 Everts. *The Settling of the Sage.*

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 Kent, Rockwell. *Wilderness.* 1st ed. Gray  
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F. A. Stokes & Brother, N. Y. 1882; On  
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5. Buffalo. 1913.

Illustrated Week's Doings. Any dates.

Illustrated Times. 1883 & 1884.

Illustrated Sporting Times. Any dates.

Jepson. Garden at 19.

Johnson (Stone, W. L.). The Life and Times  
of Sir Wm. Johnson. 2 vols. Albany. 1865.

James, W. D. Life of Marion. Charleston. 1821.

Johnson, Merle. Mark Twain's Bibliography.

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Kipling. The King. A Broadside; Bombay ed.  
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 Special Report of the Public Librar. of U. S.  
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*Geschichtsblätter, Dt. Amerik.* 1904

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 Survey. October 15, 1929.  
 Val Valkenburg. *Myself and I*.  
 Engineers News Records. Vol. 100, no. 12; Vol. 104, Jan., 1930.  
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Herbert. The Elephant.  
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Madeira, P. C. Hunting in East Africa. 1909.  
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The following books were stolen from the Stamford Bookstore, 482 Main Street, Stamford, Conn. on August 4th: "The Red Badge of Courage," first edition, "Plain Tales From the Hills," first American edition, and "Monsieur Beaucaire."

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## Forthcoming Issues

❖ ❖ ❖ The second of a series of articles on window displays by Alfred E. Knight on "Your September Windows" will appear next week. ❖ ❖ ❖

❖ ❖ ❖ Herschel Brickell's article, "The New Fiction About the American Negro," is scheduled also to appear next week. ❖ ❖ ❖ In the Monthly Rare Book Section next week, John Winterich's "Treasure Island" will take its place in his series, "The Romantic Stories of Books." ❖ ❖ ❖

• • • "The Special Order" by Katharine Lord of the Little Book House, Nantucket, Mass., is to appear in an early September issue. • • •

• • • Marion Dodd of the Hampshire Bookshop, Northampton, Mass., is also writing an article on "Selling Poetry" or what the college girl is buying now instead of the

Masefield and Alfred Noyes that were so popular a dozen years ago. This article will appear in a later September issue. **A A A**

**The Publishers' Weekly**  
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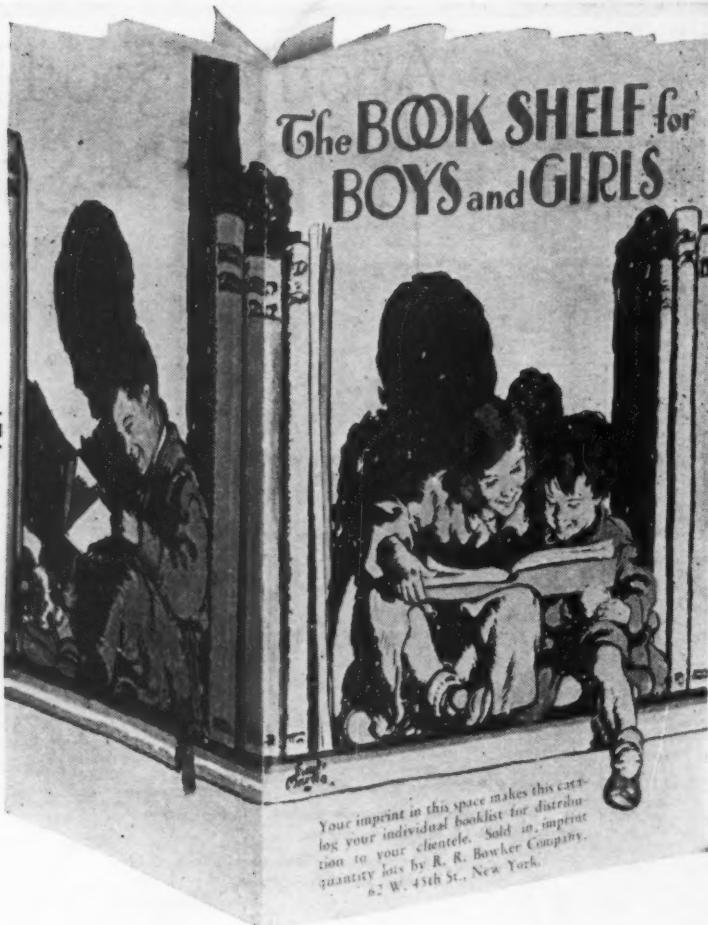
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